

“Always Above the Fold”

A Tribute to our Friend Bob Mayberry Dealer 22
From your Friends of NADA Dealer 20 Group CD02



A white cross stands on a large, grey rock. The background is a soft, hazy sunset with a warm orange and yellow glow. Bare trees are visible in the distance. The entire scene is overlaid with a semi-transparent grey filter.

Philippians 4:8-9

⁸ Finally, brothers and sisters, whatever is true, whatever is noble, whatever is right, whatever is pure, whatever is lovely, whatever is admirable—if anything is excellent or praiseworthy—think about such things.
⁹ Whatever you have learned or received or heard from me, or seen in me—put it into practice. And the God of peace will be with you.

What's a Dealer 20 Group?

A Dealer 20 Group is an assembly of twenty automobile dealers with like franchises who meet on a scheduled basis to collaborate for improving each of their respective businesses. CD02 was the designation for Bob's 20 Group which met four times each calendar year; January, March, June (family trip) and September. Each dealer within a Dealer 20 Group is assigned a number. Bob Mayberry was dealer 22. A Dealer 20 Group helps participants to improve sales and lower costs of their operation through the exchange of proven practices by dealers within the 20 Group. Finally, a Dealer 20 Group acts as a "Board of Directors" for each dealer and helps each participant to stay accountable to the group.

What's so special about CD02?

CD02 was originally formed in 1989. It was facilitated by NADA (National Automobile Dealers Association). The ingredient that made CD02 so special was the dedication and spirit of its participants. Similar to a football team, say like the 1981 Clemson Tigers National Championship team, CD02 was a winning group of professional men in their field of selling and servicing vehicles. They also were a caring group of men. In 2003, a member Mitch Krane died of a sudden heart attack at his dealership. Members of CD02 were quick to help his family in the immediate attention that the dealership required as well as facilitated the transition of the business for the benefit of his family. Later in 2008, member Andy Palmen's son Jack experienced a sudden AVM (bleed in his brain) which involved a chemically induced coma for 40 days. "Battle Back Jack" bracelets were distributed to over 2500 people across the country, a Caring Bridge site was set up by the family and 64,000 visits were made through Jack's long medical journey. Today Jack Palmen is attending Carthage College in Kenosha, Wisconsin. Finally, CD02 supported their friend Bob Mayberry during his year-long battle with cancer. The 20 Group dealers benefited so much from Bob during his time as a member. His business skills were admirable, his leadership was infectious and his genuine spirit was charismatic. CD02 remains in tack today as a Dealer 20 Group with NADA, however the group name is now CD03. Probably fitting as CD02 was an amazing group of dealers who experienced tremendous growth as people, businessmen, and most important, caring individuals lead by spirited leaders like Bob Mayberry.

How this book is laid out:

The first thing that you will notice about this book is that it is read like a “centerfold”. The purpose of this is that this is the way that Bob and his 20 Group teammates studied their composite. The composite is a 62 page publication of financial data from each dealership. The book is published in a landscape format rather than a portrait format for ease of reading the data and the ability to compare one’s data to another. Every two pages that open up contain financial comparative data. When the book is opened up, dealers study data from the top of the page to the bottom of the next page. Each “double page” focuses on one particular section of the dealership business. Each “double page” is ranked from the best performing dealer in the respective section of the dealership operation at the top to the worst performing dealer at the bottom. The crease in the “double page” generally creates the average because it is half way down the “double page” or centerfold. As a member of a 20 Dealer Group the dealer’s objective is obviously to be at the top of the page in each area of the dealer operation. At the least, dealers never want to be “below the fold (crease)” because that means the dealer is in the bottom half of performance in that particular area of his business. Hence, the name of this book, **A Tribute to Bob Mayberry, Always Above the Fold.** This book does not contain the typical financial information that dealers would normally see. In fact there is no financial data at all. What you will find is an assembly of the dealers within CD02 in order of their assigned dealer number who had the privilege of knowing Bob, their comments and special tributes to Bob, and a word that they feel describes their friend Bob Mayberry.

Why publish this book?

This book is an expressive tribute to our friend Bob Mayberry. Bob always showed such great and humble leadership and care for his fellow man. The dealers in CD02 enjoyed Bob’s servant heart in so many ways over the years. As a 20 Group dealer you give and you take. You give of your talents so that others can learn and improve. You take the information shared by your fellow dealers and put it to use to better your business. Bob always gave more than he took. That’s one reason along with his genuine spirit that made Bob Mayberry **Always Above the Fold.**

Dealer 03 — Allan Thacker
Superior Chrysler Dodge Jeep
Ashland, Kentucky

I could never have a conversation with Bob without mention of his devoted love for Cheryl and their kids. Always talking about how very proud he was of Caroline and her being at his Alma Mater “the great school” of Clemson. Speaking of how talented Sloane is and her excitement in going to the Savannah College of Art. Joyfully describing Miles’ athletic abilities and sharing his hopes of him becoming an offensive coordinator one day. Even after all of this, nothing brightened him up more than the love he shared with Cheryl, his beautiful wife.

Bob’s passing away has left a great void in all our lives. Even during his darkest hour he remembered my daughter Megan, who is currently undergoing chemotherapy. On Saturday, June 29, 2012 at 12:30 a.m. he texted Megan wondering if she was awake and had the time for, as Bob said, “a nice talk”.

Bob’s character, generosity, caring heart, and goodwill shall remain in our hearts forever. Although it is difficult today to see beyond the sorrow, may looking back in these memories help bring joy tomorrow.

With Love,

Allan, Maebeth and Megan Thacker

Allan's word for Bob....

Caring





Dealer 04 — Jay Campana
Vero Beach Chrysler Dodge Jeep
Vero Beach, Florida

I wasn't fortunate to know Bob all that well as I was one of the last to join the group before the bankruptcy...having my boys at FSU and in the ACC, and playing Clemson every year, we did have some chats about football, and of course, I always mentioned Bob and his gridiron accomplishments to my many Clemson friends and alumni....and we'll observe a moment of silence at this year's games in his honor. I might even root for the Tigers...well, maybe just for a minute.

Bob also always impressed me with his gentle giant attitude for a man of his size...especially as most people don't make me look small....or gentle for that matter.

I was fortunate to have met him, although not to have known him as well as I would have liked... My thoughts and prayers to his family, and I hope to see him in the future.

Jay Campana

Jay's word for Bob....

Gentle



**Dealer 05 — Garry Foltz and Don Buhler
Buhler Chrysler Dodge Jeep
Hazlet, New Jersey**

“Wow, you must be some basketball player!”

Bob chuckled as I said that to him when we met at his first 20 Group meeting. Even though he was a tall, athletic, good looking guy, Bob had a softness that made him very approachable. Everyone at the meeting was excited to find out more about the ‘New Guy’. Standing there with red wine in hand, Bob struck up a conversation that started with the car business, led into his love for his family.....then drifted into both on and off-the-field sports stories that had our sides hurting from laughter!

As we became closer friends over the course of time, the size of his heart and depth of his mind became apparent. Whether it was discussing how proud he was of his kids, or re-living stories of throwing ice water on some (ex-NFL) football player in the locker room when they least expected it.....Bob was one of the best people at having a conversation with another human being. He took genuine interest in others before thinking of himself.

My fondest memory of Bob came from our meeting at the Boulders Resort in Carefree, Arizona. Often at our meetings, we would work out together. Our conversations during workouts would often times morph into stories of ‘glory days’ past, and were a welcome diversion from the grind of day to day business. At this particular meeting, we decided to go for a run in the 100+ degree Arizona sun at 4:00 in the afternoon. You know.....dry heat really isn’t as hot as regular heat.....or at least that’s what Bob and I convinced ourselves! We started off well, but soon thereafter we caught each other checking to see if the other person was ready to stop. With this, we cracked up and decided maybe a brisk walk down to the air conditioned gym was more the order for the day.

It was there that Bob told me his favorite hike was the Camelback Mountain located behind the Phoenician Resort in Phoenix, Arizona. He told me it was about a one hour hike he had done a number of times, and that some of his best thinking and retrospection happened while sitting on the rocks atop the Camelback Mountain. That next day, I made the trek to the top of Camelback, and experienced it for myself. It was a nice hike and a great experience.....just what Bob described.

This morning I looked at the view from the top of Camelback Mountain under ‘activities’ on the Phoenician Resort website. Picturing Bob atop those rocks made me smile.

Bob, I love you like a brother. I am proud to have you as my friend. And I will always miss you.

To the Mayberry Family, we love you and are thinking of you.

Garry, Trina, Kyle, and Camryn Foltz – Buhler Automotive – Hazlet, New Jersey

Garry's word for Bob....

Tenacity



Dealer 06 — Kevin Farrish
Farrish Chrysler Jeep
Fairfax, Virginia

It seems like just yesterday when I met Bob at his first meeting with our group. His size alone is a presence that certainly gets your attention. I soon realized that everything about Bob was equally large. His huge heart and love for his family was unquestionable, real, and something we all strive for, however, many seldom achieve as well as Bob. He lived his faith and demonstrated it with every breath. His professional attitude was one of a fierce competitor, a teacher, and an automobile dealer that was the full package (achiever, risk taker, entrepreneur, all with exceptional business ethics).

Bob and I spoke many times about the loss of his Chrysler Franchises and my loss of my GM franchises. Those were certainly difficult times in our industry but unless you were one who actually lost a franchise you really couldn't fully understand the depth of those feelings of betrayal, upset, and concern for the future. Bob handled "the most difficult time in the last 40+ years in our industry" with dignity and optimism that could only have come from his strong character. As usual, Bob helped others, including myself, to get through this time.

Having lost my father at the age of 15, I understand some of what you are going through. I hope you take away from these messages that you are not alone. Please think of us as an extension of your family and call on us should you ever need to. Your husband/father was loved, respected and admired by everyone he came in contact with. I can't tell you how many times throughout my life that I have based my decisions on "what would my father have done in this situation". It has helped me and I hope it helps you.

Through all your memories Bob will be kept alive until you are together again. It was a blessing & a privilege to have had Bob in my life.

Love,

Kevin Farrish
KevinFarrish@FarrishCars.com
703-675-4865

Kevin's word for Bob....

Integrity



Dealer 07 — Ralph and Max Sellers
Ralph Sellers Chrysler Dodge Jeep
Gonzales, Louisiana

From Max Sellers...

Barefoot in the meetings..... And never without a smile! Love you Bob.

From Ralph Sellers...

I was fortunate to spend a few days with Bob at the Hyundai New Car Show in Las Vegas. I owed Bob a bottle of wine after losing a bet on the Clemson-Duke basketball game earlier in the year. I decided as big a victory as that was, I might as well buy dinner to go with it! I made the mistake of telling Bob we could go anywhere, he picked Wolfgang Puck's restaurant. (No one could ever accuse Bob of not having great taste)!

We had great discussion on life, religion and family. I was picking Bob's brain about how to go about giving my son Max ownership in our dealerships. He gave me tremendous advice that I treasure today.

It was during this one-on-one time spent with him that I realized just how competitive he truly was in everything he did. I was asking him for advice as to getting my Hyundai business equal in volume to my Chrysler business. (He was selling more Hyundais than he ever sold Chryslers). I was joking with him that I was happy to see he was finally a new car volume dealer and not putting most of his emphasis on used cars, as he had with Chrysler. Bob got this twinkle in his eye, and told me he was on a mission! He was going to make every effort to trade every Chrysler customer he had ever sold into a new Hyundai! (He moved on from his Chrysler fiasco, but had certainly not forgotten). He had this wonderful smile when talking about the pleasure he got from taking people out of Chryslers and putting them in Hyundais. I'm sure it was a similar pleasure as to when he "Pancaked" the defender across the line from him in 1981!

What a guy! My life is certainly better having been able to call Bob a friend.

Ralph Sellers
Ralph Sellers Chrysler Dodge Jeep
Ralph Sellers Hyundai

Ralph's word for Bob...

Achiever



Dealer 08 — Dan Feeny
Feeny Chrysler Dodge Jeep
Barrington, Illinois

My relationship with the Mayberry family began with Bob's father who I met through our mutual love for the game of golf. Bob Sr. and I played in several Chrysler sponsored golf tournaments and became good friends. Bob Sr. was always a perfect gentleman and always had a smile on his face and a welcoming hand shake whenever we would see each other at dealer meetings.

When Bob Jr. joined our 20 Group, it was no surprise to me to see that the acorn did not fall from the tree. Bob was very much like his father. He always had a smile on his face and an intense positive attitude about life. Bob's passion for his family, business, and friends was something that I always admired. His helping hand on any issue in our group was larger than life. I think his many years of playing football at such a high level gave him a competitive edge on life. Bob's enthusiasm and his competitive spirit were certainly infectious.

I am very proud to say that Bob was my friend and his spirit will always live with me as I journey through life.

Love you Bob. May God hold you in the palm of His hand.

Dan Feeny

Dan's word for Bob...

Stick-to-ive-ness



Dealer 09 — Greg Helfrich

Augusta Dodge (Terminated by Chrysler Bankruptcy May 14, 2009)

NOW CHEVROLET OF MORRISTOWN

Morristown, Tennessee

A BOB MAYBERRY STORY.

I was in New York (the "Sagamore") and having an awful time. Although I was with good 20 Group company, but my mind was racing with the train wreck my personal life had become. I tried for a year or so to hide it publicly, but the stress was menacing. I was going through a separation from my wife, and wasn't focused on my business, to the point where I didn't give a damn about it.

I was sitting in the airport waiting for my flight back home, and Bob came and sat down with me. I was drinking pretty heavy at that time in my life, and wasn't very pleasant to be around. Bob and I started talking. He asked me about Debby and how she was, and I started telling him my troubles. I said I'm going to resign because I was in a personal funk, and wasn't being a good participant. He said to me; "There are people that don't belong in twenty groups, but you're not one of them and if I can help you in any way, personal or business, I will be available." A lot of people tell this, but the eyes don't lie. That was the start of my personal friendship with Bob, not just a twenty group member. I knew he was an awesome businessman, and now knew what a great human being he is. After that, we talked and got advice from each other outside of the meetings.

Every conversation I had with him made me either laugh or made me a better car guy!

You know, all these fine things we have, dealerships, properties, boats, etc, we are only renting for a short time. The only thing you're taking with you is what you gave, and Bob Mayberry gave his all to everyone.

God bless you Bob, it is an honor to be your friend.

Love you Man,

Greg "the Mayor" Helfrich

Greg's word for Bob....

Available



Dealer 10 — Wally Armour Wally Armour Chrysler Dodge Jeep Alliance, Ohio

Even though Bob's time on earth was limited, his achievements were many. There are only a handful of people I have met in my life that compare with Bob. Charismatic, humble, leadership and a communicator are the words that to me best describe Bob.

There were many instances when Bob and I were in the gym before or after a meeting and the course of our conversation strayed away from business to a personal level. I enjoyed his insight. Not only was he an intelligent businessman but also a man of faith, family, and impeccable character.

When it comes to the latter of achievement:

0%	I won't
10%	I can't
20%	I don't know how
30%	I wish I could
40%	What is it?
50%	I think I might
60%	I might
70%	I think I can
80%	I can
90%	I will

Bob was 100% - Bob Did!

It is often I wonder why God calls in some so early. The Good Lord needs leaders and followers. Obviously the ratio needed adjusted. He needed **A GREAT LEADER!**

Sincerely,
Wally "JR" Armour

JR's word for Bob....

Competitive



Dealer 11 — Tim Leman
Sam Leman Chrysler Dodge Jeep
Morton, Illinois

Bob

I have not seen you in some time, but I feel like it was yesterday sitting next to you in our 20 Group meetings. I appreciate all the information I was able to gain from your knowledge and perspectives. I thank you for this and, mostly for the spirituous thoughts about eternity that you have drummed up in so many people. This is truly a blessing to everyone and I, as well as many others, thank you for this.

If I may, I would like to share a brief story with you. A few weeks ago, we, as Christians, lost a very special lady. We lost her here on Earth, but Heaven welcomed her home that day. She died in a 1-car accident. She was taken without warning. Her loss was felt by many.

Four days before her accident, I was privileged to have her minister husband speak to our vacation Bible school (Thursday June 7, 2012). She was there with him. He had Mathew 25:21 as part of his lesson: “His master replied, ‘Well done, good and faithful servant! You have been faithful with a few things; I will put you in charge of many things. Come and share your master’s happiness!’” **Cross references:**

[Matthew 25:21](#) : [ver 23](#); [Mt 24:45, 47](#); [Lk 16:10](#)

Please take a few minutes to read the attachment/link (hopefully I did it right) about her story. She is further evidence of the promise of Heaven, in the hereafter, for believers.

Thank you for being so special to so many.

Tim and Beth

<http://blakewidmer.blogspot.com/2012/06/another-testimony-of-ruth-ann-lehman.html>

Tim's word for Bob...

Spirit



**Dealer 12 — Ken Marks and Chuck Urban
Tallahassee Chrysler Dodge Jeep
Tallahassee, Florida**

Bob,

I want you to know that I pray for you every week. God's Grace upon you and your family.

I know we didn't get to really know each other deeply while in the group together, but I always had great admiration for you. Being from ACC schools (Clemson & FSU) and our football backgrounds made it easy to identify with you..... although you had the stellar career at Clemson, while I was on the practice squad at FSU..... Go. Tigers. !!!!!!! Ipitay. !!!!!

The event that I will always hold in the highest regard about you, were the times you called me... In my darkest momentsyou took the time and effort to reach out to me, knowing I could use a dose of positive support.....for that I will ALWAYS be eternally grateful to you....

Thank you Bob.

God's Grace.

Ken's word for Bob...

Champion



Dealer 14 — Jeff Elhart

Elhart Dodge Nissan Hyundai

(Dodge and Jeep Terminated by Chrysler Bankruptcy May 14, 2009)

NOW ELHART GMC HYUNDAI NISSAN

Holland, Michigan

Bob,

You have been a friend brought to my family and many others through our industry meeting (Dealer 20 Group) in Northern Michigan some 8 years ago or so. Bob, you have always been a man of faith first, a dedicated husband and father and a perseverant business leader with outstanding charisma.

On May 14, 2009 when you received news that you lost your Chrysler business through the bankruptcy of Chrysler, I will never forget the call that I received from you on that day. We both received the same news from our friends and partners...Chrysler. I could go on and talk about the conversations that we shared with one another about Chrysler's decision at that time to release us as their dealers, or the fear that we shared but the overwhelming direction of our conversation led by you Bob was, "We can't worry about the past. We have to look forward and work with what we can control." Well from that moment in May you insisted that we should speak to one another by phone at least twice a week to keep one another accountable, our spirits high and our success imminent. We did that.

Bob, you especially provided me spiritual drive. You always asked about my family especially my sons. You offered counsel during my company's transition recently. I can't tell you how many times that you would call me when you were dealing with the most difficult challenge in your life and asked ME HOW I WAS DOING!

God is your strength and promise. Your family is your courage and comfort. We as friends are your support. I love you Bob Mayberry. Your gift to me is a lesson of caring for others.

May God bless you Bob and your family always.

We love you Bob Mayberry.

Your 2 Group Pal

Jeff, Cherie, Jake and Benny Elhart

Jeff's word for Bob....

Faith



Dealer 15 — Andy Palmen
Palmen Motors — Kenosha, Wisconsin

Dealer 25 — Andy Palmen/Steve Kaufman
Palmen Dodge Chrysler Jeep — Racine, Wisconsin

In July of 2008, we began a struggle with an illness of a son who was 15 years old at the time. Jack began his battle to first survive but then rehabilitate from his AVM (bleed) in his brain.

Bob and I talked occasionally through this period. He would ask all the normal questions including how Jack was doing as well as how I was doing.....and Jane and the kids. He always was comforting and positive. He always would listen but knew when and how to interject.

The following summer, Chrysler entered bankruptcy. I won't go into the details of that but obviously a very challenging and maddening time. In spite of all that, my defining moment with Bob came when I called him to talk to him about his situation there in Charlotte. I was angered that Chrysler had done what they had done to some of my friends and great dealer operators.

Bob stopped me shortly after the call began as I was asking him questions and generally how he was doing.....and what I could do to help him.....and asked me "how is Jack?"....."how are you?"....."how are the kids?".....

It made me stop in my thoughts and realize that Bob Mayberry was bigger than any sword that could be lashed out at him. He was in control and led his life with his thoughts, compassion, and love.

Finally, as Ralph Sellers has noted, yes Bob would always light up when the subject of his family would come up. It was obvious how dear you all were to your husband and father.....

Andy Palmen
Palmen Auto Group

Andy's word for Bob...

Loyal





Dealer 17 — Bob Firkins
Firkins Chrysler Dodge Jeep
Bradenton, Florida

Bob Mayberry always treated me and my family with such friendship and fun at the 20 Group meetings. Not only was he a valuable and contributing member of the group, but he was so likeable and made us feel that he enjoyed seeing us. You have to like Bob Mayberry.

We also discovered that we had a mutual connection in North Carolina, Camp Greystone for girls. His daughter, Caroline and our granddaughter, Chloe, both loved that camp. We saw Bob more than once during the summer while we were both delivering the girls to camp and so we got to see and meet his beautiful family.

Bob and Linda Firkins

Bob's word for Bob...

Honesty



Dealer 18 — Paul Mullane
Mullane Motors Chrysler Dodge Jeep
Lockport, New York

Let me tell you about my buddy Bob Mayberry. Bob is one of the nicest guys who have walked God's green earth. Bob and I met many years ago when I joined his 20 Group...a group of 20 Chrysler dealers who get together 3-4 times per year to exchange ideas. It is very easy to become one of Bob's really good friends. He is just one of those guys. He stands about 6'6" tall, but is a gentle giant. He played for the Clemson Tiger's football team in 1981 when they won the national championship, attended the NFL combines with Dan Marino, was drafted into the NFL but a knee injury ended his football career. Bob went to work and eventually bought out his dad's Chrysler dealership just outside of Charlotte, NC. He has 3 great children, one who is attending college at his alma mater. He has a lovely wife whom he met in college. His dealership was one to be admired...great location, profitable, selling lots of new & used Chryslers. Then May 14, 2009 happened. That was the day during Chrysler's bankruptcy that Bob was one of 789 dealers who Chrysler decided to close. Bob called me about 9:15 AM after receiving his fateful letter. I was still waiting for my letter informing me what Mullane Motors fate would be. I was dumbfounded and utterly aghast that Chrysler would close Bob Mayberry Chrysler...and thought if they would do this to such a quality dealer, they certainly could do it to us. The next 45 minutes were the worst 45 minutes in my business life wondering if we would stay in business. Obviously, we were one of the "lucky" ones. I have never forgiven Chrysler for this move, but Bob moved on. He had just opened a new Hyundai dealership and decided to run this with a vengeance. And he did outselling many dealers around him and making Bob Mayberry Hyundai the same quality dealership that Bob Mayberry Chrysler was. Unfortunately for me and our 20 Group, Bob had to resign from our group because he no longer had the Chrysler franchise. It was a huge loss for us, and Chrysler, by the way. However, Bob and I stayed in contact talking to each other several times a month, and we actually did some business back and forth buying and selling used cars to each other. I cherish his friendship and wisdom. Everybody that meets Bob Mayberry cherishes his friendship...and he makes it seem like you are the only one in his life! One year ago right now Bob was diagnosed with pancreatic cancer. He has fought it like he used to fight during his gridiron days many years ago. Unfortunately, as the vast majority does, Bob is losing the battle. Bob has fought this disease as he did everything in his life...with a vengeance but with class and dignity. Every phone conversation that I had with him in the past year began with him asking me how I was doing and how my family was doing. He has a genuine concern for everybody around him. I talked with his business partner the other day, and he assures me that Bob is ready to go see our Lord, and is looking forward to seeing us again. I love Bob Mayberry, and everybody who has met him, or will meet him loves him too...he is that kind of guy! Bob is 52 years young! Please take a minute and say a prayer for Bob and the entire Mayberry family.

Paul's word for Bob...

Tenacity



Dealer 22 — Bob Mayberry
Bob Mayberry Dodge Chrysler Jeep
(Terminated by Chrysler Bankruptcy May 14, 2009)
NOW BOB MAYBERRY HYUNDAI
Monroe, North Carolina

Our Dearest Bob,

A man once said, "We make a living by what we get, we make a life by what we give." As your dealership family, we are all so thankful for you, Bob Mayberry Jr., who has given each of us so much of his life. We are all heartbroken but have peace in our hearts, knowing you are at rest with our Lord. You taught us all so much about how to live life and run the race. You finished your course well. We will never forget your greatness as a leader, brother, and most of all a friend. You led us up the hill many times when we didn't have much fight left in us. You never gave up or stopped fighting for the things you loved and in which you believed. Today, with great sadness yet honor, we accept that torch and will continue the good fight as a dealership built by you. You were a man among men and we will live every day with your presence around us. We are not saying goodbye, but rather "see you soon on the other side in a land where there will be no goodbyes." We love you Bob.

Your Dealership Family

Bob's word to the rest of his 20 Group members...

Friends



Dealer 24 — David Julien
Williamsburg Dodge Chrysler Jeep
Williamsburg, Virginia

Running With Bob

My fondest memories of Bob are no doubt the time we spent running together at our 20 Group meetings. We would often talk about the need to work out just a bit harder at our meetings because of the excesses of the meetings. We don't miss many opportunities to eat at these get togethers! I can very clearly remember running along some of the most scenic routes in the country with Bob and myself and usually Garry Foltz as well. We ran the shores of Bay Harbor, Michigan, we ran the deserts of Scottsdale, Arizona, and the mountains of West Virginia. Of all of our runs, the one that stands out the most was a run through the streets of downtown Charleston, South Carolina. I was just coming off a long layoff from running having done a triathlon about 6 weeks before. We were at the Tuesday night dinner and Bob and I were sitting at the losers table (for those of us whose wives couldn't make the meeting) and Bob asked me if I wanted to do a short run through the city the following morning. I told him that I was out of shape and probably wouldn't do very well but reluctantly agreed to go anyway after Bob convinced me it would be a slow easy run that would allow me to take in the sights of downtown Charleston. We met in the lobby at 6:00 a.m. and off we went, the first thing that occurred to me was that Bob's idea of slow and my idea of slow were two entirely different things. The second thing that occurred to me as my tongue was already dragging was that we were a long way from the hotel and that this was not going to be the short run that Bob had promised! Bob did keep his word on the scenery end of the deal, he took us along a perfect route serving as a pretty knowledgeable tour guide most of the way as he assured me I was not going to have a heart attack and yes we were almost back to the hotel, "just a few more blocks" he said to me about 3 different times. It was apparent then that he and I had a completely different understanding of the word "few". We got back to the hotel around 6:45 just in time to hit the showers and make the meeting with about 5 minutes to spare. The meeting broke up around 10:30 on Wednesday and we all headed our separate ways, about 3 hours into my drive I stopped to get lunch and when I stepped out of the car it was all I could do to even stand up and walk. My legs and feet were so sore I couldn't believe it. I immediately reached for my cell phone to call Bob and let him know how much I enjoyed his "slow, easy run". I can still remember him laughing on the other end of the phone. I'm going to miss that laugh.

David Julien

David's word for Bob...

Laugh



Dealer 26 — Carlo Merlo
Glendale Chrysler Dodge Jeep
St. Louis, Missouri

At my first 20 Group meeting, Bob was one of the first people to extend a warm welcome. His natural leadership and charisma instantly gave me the feeling that I was among winners. We had the unfortunate task of working through our issues at a time where our business was anything but okay, yet Bob gave you that calming influence that somehow let you know that everything was in good hands. I will never forget the time that Bob described the process of the "Mayberry Douche" and challenged us all to look in the mirror. It was with that attitude that Bob always extended a hand but reminded me to take responsibility. We have all lost a great friend and a great leader.

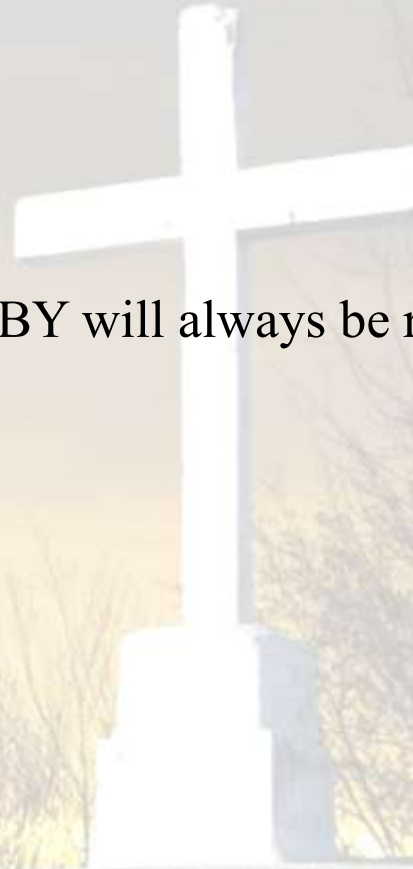
Carlo's word for Bob....

Significant



**Dealer 29 — Ralph and JP Mahalak
Monroe Dodge Chrysler Jeep
Monroe, Michigan**

“GREAT MAN “ for sure BOBBY will always be remembered.



Ralph and JP's word for Bob....

Big!



Dealer 34 — Ray Helfrich
Doan Dodge Chrysler Jeep
Rochester, New York

I have so many fond memories of Bob as do all of the members of our 20 Group. But I guess the one that stands out most is.....

A group of us went back to one of our rooms after a dinner function for a few cocktails and some laughs.

We were all sitting around the living room and Bob was on the floor with a glass of red wine (not his first of the night). He was dressed in a nice shirt and shorts and what we all thought were dress shoes and NO SOCKS (I don't think I ever saw Bob in socks and some times no shoes). He took off his shoes and he had on these really short black "footy" things. You could not see them when his shoes were on.

I am sure Bob rethought taking off his shoes after the abuse he took from all of us about his "Footies". We all took our turn and boy did we laugh with Bob!! There were tears running down all of our faces including Bob's.

Shortly after hearing about Bob's cancer, Bob and I texted back and forth and in one of the texts from me I told him that I was sorry about making fun of his "footies" and Bob texted back "don't be Ray I would have made fun of you if you had them on!!"

There have been so many laughs and great conversations over the years, I will truly miss Bob and all that he was about.

Ray's word for Bob....

Unbelievable



Dealer 35 — Gary Brown
Brown's Dodge Chrysler Jeep Fiat
Patchogue, New York

My thoughts of Bob;

Bob Mayberry was an inspiration to all who came in contact with him.

As a fellow Chrysler dealer I learned much from Bob both business and life related. He made himself always available to talk about anything. Returning from a 20 Group meeting we were both stuck at an airport together and we had a great conversation about each of our business approaches and the balance of family life. We passed the hours in the airport like it was 10 minutes, he was so engaging. In fact last year when I was setting up a separate used car location Bob gave me a few pointers on how to get it up and running. Bob had his priorities always correct, family always first.

Bob was always called Bob, not Robert. This was his approach, keep it less formal and more personal. Although I knew he enjoyed fine clothes and looking proper most times. The exception being his casual barefoot attire in 20 group meetings.

I'll never forget the night in November when I was driving to a Black Tie event and had Bob on the phone in the car on my hands free. I rounded a turn and a deer hit my car. My wife screamed sending Bob into a panic. Everyone was fine except the deer which was right beside my car with a broken neck. We quickly ended the call. Bob repeatedly followed up wanting to know if we were okay, which we were. It was sad that the deer died but humorous to both Bob and myself that we were on the phone together when the incident took place.

Bob will be missed by many but he truly impacted more then he knows.

Gary

Gary's word for Bob...

Awesome



NADA Dealer 20 Group Facilitator
Larry Geohagan

REFLECTIONS OF A LIFE WELL LIVED

My memories of the Mayberry family go back over 20 years, being a friend first of Bob., Sr. and Vi, continuing with Bob Jr. As a long time dealer in Charlotte, we had many occasions to be together, including, activities with our Charlotte or NCADA dealer associations and other local area functions. It was and is obvious to those that know this family how loving and kind they are.

Although I didn't have the opportunity to be involved directly with Bob Jr. in the NADA 20 group program, the testimony of his fellow dealers about his personal integrity and competitive spirit, along with his business acumen is well known. While it is with great sadness we share our loss, his spirit lives on in many lives and he is now in God's care. I celebrate the man he was and the good things he accomplished.

Best wishes and God speed to the entire family!



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Larry's word for Bob....

Family



INTEGRITY



**CARING
CHAMPION
DRIVE**



**GENTLE
FAITH
HONESTY**



TENACITY



**ACHIEVER
FRIENDS**

STICK-TO-IVE-NESS



AVAILABLE



**COMPETITIVE
LAUGH**



**SPIRIT
LOYAL**





**SIGNIFICANT
UNBELIEVABLE
AWESOME**



FAMILY!



BIG



One final thought...



What would Bob do?

