

In This Issue

- Texas Automobile Dealers Association Names Ramsay Gillman a TADA Legend
- Two Gillman Subaru Service Advisors Among Tops in Nation
- Automotive News Ranks Gillman in Top 16 Dealer Groups
- Sales Taxes on New Vehicles Now Tax Deductible



Behind THE Wheel

A Publication for the Employees of The Gillman Companies

April-May 2009

Gillman Honda Fort Bend Leaps to the Forefront! No. 1 in District, No. 1 in Region, and No. 4 in the Entire Nation for Customer Service!

Winning the 2008 Honda President's Award was a great accomplishment for the team at Gillman Honda of Fort Bend. The accolades and their striving for excellence, though, didn't stop there.

Service and Parts personnel went beyond what was expected and were determined to be the best in the business. The results are spectacular. In addition to being number one in Customer Service Experience (CSE) in their district for all of 2008, they are number one in the region in 2009 and are fourth in the nation!

Service Manager Troy Schroeder credits a team effort and is proud to display the special award banner in the dealership service drive. Chris Gillman, vice president of the Gillman Companies

and general manager of Gillman Honda Fort Bend, also praised the group achievement.

Gillman Honda of Fort Bend is not the largest Gillman Honda dealership, but their commitment to customer satisfaction is second to none.

Way to go, Gillman Honda Fort Bend!



From the desk of Ramsay Gillman

In my experience, every recession and period of financial uncertainty has been compared to a single benchmark. The news media, opportunistic politicians, and fiscal pundits have proclaimed each event to be “as bad as the Great Depression!”

This company was founded in the midst of the Great Depression. I can assure you, based on the stories my father told me, the present economic upset in no way even approaches that cataclysmic event—which is not to say our current situation isn’t serious. Sadly, downturns unsettle and hurt the lives of all too many people.

The point of the above remarks is that our economy, even in the darkest days of U.S. history, bottomed, rebounded, then rose to previously unimaginable new heights. So, based on past performance, the present recessionary period will end. At that time, greater levels of success will be available to those organizations which have been positioned to



take full advantage of the new opportunities.

How can we make certain our company is properly prepared? The answer is simple. We must go to extra lengths today to earn our share of tomorrow’s boom market.

Customers have long memories—especially when recalling expenditures they make while money is tight. Average and bad recollections will not generate future business. So it is up to us to go beyond mere customer satisfaction and strive to give each person who uses our services a pleasant experience.

To accomplish this, make a concerted effort to treat every customer the way you would like to be treated. That’s the Golden Rule for long-term success. Do everything you can to add value to each transaction. Give back five dollars worth of efficient, friendly service and real concern for each customer’s needs for every dollar spent in a Gillman dealership.

That’s how we can both build our business during a downturn and be assured of growth as conditions improve.

Charmaine Thomae Named 2010 Rio Grande Valley Livestock Show Cover Girl

Charmaine Thomae, daughter of Dennis Thomae, Gillman Chevrolet San Benito, Texas, sales manager, will be the Cover Girl for the 2010 Rio Grande Valley Livestock Show. In addition to adding beauty and charm to the annual event, Charmaine is also a talented exhibitor. Her Simbrah Cow calf pair was judged Reserve Senior Champion and her ABC (American Brahman Cross) Heifer was proclaimed Grand Champion in the ABC competition. Charmaine was also named Reserve Champion Senior Showmanship.

The Rio Grand Valley Livestock Show began in 1940 and has paid more than \$25 million to FFA and 4-H exhibitors.



L-R: Dennis Thomae, sales manager, Chevrolet San Benito; daughter, Cover Girl Charmaine Thomae; son, Lane Thomae; and wife, Galyn Thomae

Way to go, Charmaine!

Letters From Loyal Customers

I feel compelled to share with you, My Gillman Experience. I came to Gillman Acura after locating a pre-owned Toyota Camry on the Gillman Acura website. I'll start by giving a bit of background. I previously worked in the housing industry and, like many companies, experienced a drastic reduction in income over the past two years. As a result, my credit score is significantly reduced. I've since been blessed to be employed, earning a decent salary, was in need of, not only a good vehicle, but a dealership of integrity and compassion that would work with me in what I consider my restoration phase. Upon my arrival at the dealership, late one rainy and cold night, Sales Consultant Yousseff Lahoud, with coat and hood to shield the rain, walked me around the lot, while he not only listened to vehicle needs/requests but showed me several vehicles to choose from. After deciding on the Toyota Camry, I met with Business Manager Misty Fox. Professional, with rapport, courtesy, and empathy, Misty walked me through the application process and explained challenges, possibilities, and next steps. The following day, I received a call from Misty to pick up my car. My car buying experience at Gillman Acura was not only painless, but pleasant, right down to the Starbucks coffee my sales consultant prepared for me while I completed my paperwork. I have made several trips to the dealership since my purchase, e.g., to pick up or drop off paperwork, and I must say that even service after the sale is worth mentioning. You have a great team at Gillman Acura. It's clear that employees put people first before and after the sale. I've shared my Gillman story with family, friends and coworkers, and needless to say, my next purchase will be a Gillman purchase. Way to go, Gillman!

—ANOTHER LOYAL AND SATISFIED GILLMAN ACURA CUSTOMER

Just had to write a letter to thank you and your employees of Gillman Honda for the great customer service. I have purchased two Hondas at your dealership and have been very pleased with the quality, reliability, and service. The first auto is a 1991 Honda CRX HF that is now 18 years old with 675,574 miles on the original engine. All I do is change the oil every 3,000 miles and perform regular maintenance and the CRX still gets an amazing 52 mpg. My second purchase is a 2000 Honda Insight Hybrid that I put on 105,479 miles with an average mpg of 74. Both autos look good and drive like a dream with no problems. They were both the easiest cars I have purchased in my life. Thanks for making car buying a fun and gratifying experience. Best wishes for continued success to Gillman Auto Group.

—ANOTHER LOYAL AND SATISFIED GILLMAN HONDA HOUSTON CUSTOMER

Don from Gillman Mitsubishi North Houston Service Department has turned an almost bad experience to a very good one. The second time I brought my car around, he called me with updates, fixed my car, got my inspection, and did it for a really good price. He was very professional and took care of my car. Thanks for the good work and great customer service.

—ANOTHER LOYAL AND SATISFIED GILLMAN MITSUBISHI NORTH CUSTOMER

I am the proud new owner (actually my wife is) of a 2009 Gillman Nissan Maxima. Ronnie Haring is a very courteous and professional man and our buying experience was fantastic. As always, it is a pleasure doing business with a first class operation such as Gillman. Thank you for putting us in touch with Ronnie. He made it all very enjoyable.

—ANOTHER LOYAL AND SATISFIED GILLMAN NISSAN CUSTOMER

I recently had my Subaru in for service. Chris Wehe is my service manager. I am 100 percent satisfied with his professional demeanor, product knowledge, and his willingness to go "the extra mile" to make sure the customer walks away very satisfied. He is doing an excellent job for you and you are well served having him as the "Director of First Impressions." He's an asset to your organization.

—ANOTHER LOYAL AND SATISFIED GILLMAN SUBARU NORTH CUSTOMER

Unfortunately, I was recently involved in an accident where my car was badly damaged. I immediately called the Gillman Body Shop in need of a wrecker service to get my car to the shop for repairs. The guys at Gillman Body Shop recommended I call Jeff with Gillman Towing. Taking this advice, I called Jeff only to find one of the most pleasant and helpful gentlemen I have encountered in a very long time. He arrived at my house with a warm and professional introduction and walked me through the entire process while he loaded my car with care. I asked a million questions and he had an answer for each one. He never appeared hurried or irritated at my line of questioning. Despite the circumstances of an accident, I was pleased to have met Jeff and appreciated his kindness and professionalism. While I hope never to be involved in an accident again, if such occurs, I will definitely call Jeff with Gillman Towing. Top notch!

—ANOTHER LOYAL AND SATISFIED GILLMAN TOWING AND GILLMAN BODY SHOP CUSTOMER

Texas Automobile Dealers Association Names Ramsay Gillman an Industry Legend!



Jim Janke, 2009 Texas Automobile Dealers Association Chairman, presenting the "Legend" Award to Ramsay Gillman

Ramsay H. Gillman, owner/chief executive officer of the Gillman Companies received an outstanding tribute from the Texas Automobile

Dealers Association (TADA) at their annual conference.

In the 92-year history of the TADA, only nine dealers have been designated as "legendary." Ramsay Gillman is the youngest to receive this accolade. Ramsay has helped direct the efforts of numerous business and automotive organizations. In 1997, he served as president of the National Automobile Dealers Association and has been a recipient of the *Sports Illustrated* All-Star Dealer Award.

Ramsay's enthusiasm for the retail automobile business, his family, and charitable as well as civic activities is boundless. He is most deserving of this latest honor.

Way to go, Ramsay!

Gillman Companies Recognized by Automotive News as a Leading Dealer Group

The March 23, 2009 edition of *Automotive News* recognized the Gillman Companies in a pair of articles.

In the story, "Top 125 Dealership Groups," the Gillman Companies moved from 60th place to 40th place in the nation in terms of unit sales. In a separate article, "The Sweet Sixteen," Gillman was recognized as one of only 16 dealer groups in the entire nation to post an increase in year-over-year revenue.

This success is a tribute to the dedicated Gillman team, their constant striving for improved levels of customer satisfaction, and the exceptional products Gillman is privileged to represent.

Federal Government Announces Full Tax Deduction for Motor Vehicle Sales Taxes!

Tell your friends and neighbors this is the time to buy a new vehicle. For the first time, from now until December 31, 2009, buyers can deduct the full amount of state and local sales taxes from their income tax!

This remarkable incentive was authorized as part of the American Recovery and Reinvestment Act of 2009. The significant tax break combines with mega-dollar factory rebates, dealer discounts, low or no-interest rates, and payment-protection plans to make this one of the best times to buy in a decade!

Pass the word to everyone you know!

Gillman Honda San Antonio Sales Training Program Huge Success!



After participating in the Gillman Honda San Antonio sales training program, three graduates sold their first vehicles on

their very first day helping customers on the showroom floor. To mark the event Joel Amaro and Manny Burton had their ties cut. Jenny Bronislava Volka, in kind, had a lock of her hair clipped. The removed items were then placed in a case for each to save as a commemorative reminder of the start of their careers.

Issac Khalaf, business director, Gillman Honda San Antonio, praised the three new sales team members.

Way to go, Joel, Manny, and Jenny. And welcome to the great retail automobile business.

Julia Unay Rides the 2009 BP MS 150!

The BP MS 150 bike ride is an annual fundraiser in the fight against multiple sclerosis. It is also a real challenge to every participant and requires serious training just to complete the entire distance between Houston and Austin, Texas.

Julia Unay, Excell manager at Gillman Honda Houston, saw the event as a personal test as well as an opportunity



to contribute to a worthy cause. Tropical rains halted the first day's event, but Unay and her fellow riders came on strong to finish. In her words, "2009 has been and will be one of the most memorable years in my life."

Good pedaling, Unay!

Some Thoughts From Patrick York, Gillman Companies Chief Operating Officer



What a difference a year makes.

Since my joining the Gillman Companies a little over 12 months ago, our markets have experienced hurricanes, power failures,

the aftermath of an explosion in gasoline prices that caused dramatic changes in the types of vehicles our customers want to drive, a devaluation of the Mexican peso, a potential flu pandemic, and a sudden U.S. economic downturn which lead to a credit crisis.

Through it all, the entire Gillman team met these challenges with a vigorous, positive attitude. Overcoming each new adversity has actually made our organization stronger. Proof of this is found in the *Automotive News* recognition of the Gillman Companies as one of only 16 dealer groups in the entire nation to show an increase in year-over-year revenue.

Our strength lies in having the right people and the right processes for a successful performance-based business. We, as a team, know what it takes to excel. By continuing to enthusiastically execute our programs, we will do far more than just survive. We will prosper and grow.

The best selling period of the year is upon us. So maintaining a positive, customer-friendly attitude is vital. Hard work and attention to fundamentals will be amply rewarded. The Gillman Promise program is gaining real traction and will help us bring used car and truck sales to new heights. We have what it takes, and more, to succeed. We know how to be winners.

Please accept my sincere appreciation as well as admiration for the job you have done. Be excited about our opportunities. Set your personal goals high and, as a group, we will help each other attain them.

401 (K)orner

By Susan Elbel

NEWS FLASH!!!!

Market attempting a comeback! Hurry! Hurry! Jump while the jumping is still good. Contribute as much as possible as fast as possible. The window of opportunity is rapidly closing.

We knew that the sale could not last forever. But for an undetermined amount of time only, you can still catch the prices while they are down low.

Let's take a look at just what has been happening. A little recent history for comparison will do just fine. Go back to March 03, 2009.

The prices of some of the funds looked like this:

International Investors Fund	\$16.83836
NADART Fund	10.43784
S&P 500 Large Cap Fund	12.57806
S&P 400 Mid Cap Fund	19.66218
Russell 2000 Small Cap Fund	12.27153

And as of April 15, 2009, the prices look like this:

International Investors Fund	\$19.99977
NADART Fund	11.97637
S&P 500 Large Cap Fund	15.43424
S&P 400 Mid Cap Fund	25.16272
Russell 2000 Small Cap Fund	15.66645

So you can see the prices of the funds are in fact going up, up, up. How high will the prices be before you decide that the time is right? Don't wait! ACT! The market will not wait on you.

To check the prices of all the funds available, sign on to www.nadart.org and click on the "Fund Prices & Returns" tab.

A Big Gillman "Way to Go!" to a Pair of New Arrivals!

Mackenzie Margaret Chesley

Jason and Kristen Chesley are the very proud parents of a new arrival, Mackenzie Margaret Chesley.



Born on January 21, 2009, Mackenzie weighed 7 pounds 7 ounces. Kristen Chesley is a service advisor with Gillman Acura. Please wish Mackenzie the very best and welcome her to the Gillman family.

Roel and Francisca Aguillon Happy Grandparents of Aeva Sidney Aguillon!

Roel Aguillon, Gillman Companies executive runner, and his wife, Francisca, corporate office file room clerk, are relishing their role as grandparents. Born April 7, 2009, at 8:15 in the evening, Aeva Sidney Aguillon weighed 6 pounds 8 ounces. Everyone please congratulate the proud grandparents.



Two Gillman Subaru Service Advisors Ranked Top 10 in the Nation!

Melissa Marek and David Di, Gillman Subaru service advisors at the two Gillman Subaru dealerships in Houston, were ranked among the top 10 service advisors in America.

According to Hector Flores, District Fixed Operations Manager, District 2, Subaru

South Central Region, Melissa and David are top performers in the Subaru Service Advisor Summit program.

Congratulations to both Melissa and David for doing a great job building Gillman Subaru customer loyalty.

A Very Happy Birthday to:



May

Abdelnabi, Yaser	05/01
Faili, Akbar	05/01
Nava-Urbano, Aldo	05/02
Zelaya, Maritza	05/02
Robbins, Diane	05/03
Shelnutt, Jason	05/03
Smith, Steve	05/04
Pham, Hung	05/05
Duong, Cuong	05/06
Ekane, Nico	05/06
Ihe, Gibson	05/06
Juarez, Jr., Jose A.	05/06
Szog, Christian	05/06
Hogan, Troy	05/07
Ly, Pros	05/08
Garcia, Orlando	05/09
Spurlock, Jimmy	05/09
Torres, Diego	05/09
Eiler, Gregg	05/10
Kusin, Jana	05/10
Lopez, Denise	05/11
Prewett, Nan	05/11
Smith, Jocelyn	05/11
Fox, Misty	05/12
Mullins, Claire	05/13
Ybarra, Stacy	05/14
Brune, Cody	05/15
Fontenot, Jon	05/15
Galvan, Michael A.	05/15
Gornall, Mathew	05/16
Gray, Sherri	05/16
Leal, Sandra	05/16
Lopez, Mitzi D.	05/16
Avila, Jr., Hilario	05/17
Delapaz, Anthony	05/21
Le, Dung	05/21
Cisneros, Evelyn	05/22
Elostaz, Wally	05/22
Miller, Patricia	05/24
Assed, Jed	05/27
Solis Carrillo, Liz	05/27
Keoviva, Keoudone	05/27
Le, Dung	05/27
Guerrier, Georges	05/28
Hernandez, Jr., J.O.	05/28
Hicks, Donald	05/28
Gordillo, Alejandro	05/29

June

Juarez, Gabriel	06/01
Tarique, Muhammad	06/02
Tran, Son	06/02
Armstrong, Judy	06/03
Gerschoffer, Jeff	06/03
Cruz, Jimmy	06/05
Forgy, Thomas	06/05
McIlveen, Melinda	06/05
Ojeda, Nathan	06/05
Davis, Ronald	06/06
Goonie, Kishore	06/06
Joseph, Edric	06/06
Palomo, Ulises	06/06
Vernon, Kevin	06/07
Bradshaw, Walter	06/08
Caknupp, Derek	06/08
Castillo, Maria Del Rosario	06/08
Lopez, Jr., Guillermo	06/08
Trevino, Marc	06/08
Steely, Kendrick	06/09
Doolittle, Robert	06/10

Ross, David	06/10
Shah, Syed	06/10
Caffey, Gail	06/11
Duckworth, Greg	06/12
Hall, Rod	06/14
Melendez, Marvin	06/14
Boone, Carter	06/15
Garcia, Louis	06/15
Hailey, Willie	06/15
Melgar, Jose	06/15
Strezishar, Anthony	06/15
Boula, Ken	06/16
Gonzalez, Danny	06/16
Hernandez, Roberto	06/16
Okoroji, Okezie	06/17
Martin, Eugene	06/21
Unay, Julia	06/21
Wesolick, Amanda	06/21
Gonzales, III, Louis	06/23
Hernandez, J.O.	06/23
Devlin, Renee	06/24
Macapugay, Ezrael	06/25
Pizano, Jr., Javier A.	06/25
Larsson, Ricky	06/26
Martinez, Christina G.	06/27
Villanueva, Reynalyn	06/27
Cantu, Abraham	06/28
Preuss, Sandy	06/28
Rodriguez, Ricardo	06/28
Vachira, Benzi	06/28
Wilson, Patrick	06/28
Lewis, Egbert	06/29
Tavarez, Christopher	06/30

July

Dang, Quan	07/01
Kellerman, James	07/01
Rodriguez, II, Jose	07/01
Estrada, Jose	07/03
Rosa, Carlos	07/03
Diaz, Jaime	07/04
Kamya, Kittipol	07/04
Reyes, Ruben G.	07/04
Salas, Gabriel	07/04
McCray Jimmy	07/05
Rauch, Michael	07/05
Salvador, Refugio	07/05
Sanchez, Fernando	07/05
Khalaf, Issac	07/06
Trevino, Joe	07/06
Carrera, Melissa	07/07
Alexander, Dona	07/08
Delarosa, Juan	07/08
Cantu, Johnnie	07/09
Phan, Thomas	07/10
Chair, Abdellillah	07/11
Rinehart, Blake	07/11
Torres, Hugo	07/12
Kraemer, Herbert	07/13
McAndrews, Bart	07/13
Melgar, Javier	07/13
Scott, Alan	07/13
Slatter, Tessa	07/13
Gillman, Jason	07/14
Trinh, Thanh	07/14
Walls-Glover, Jean	07/14
Cummings, Steven	07/15
Kutlar, Hasan	07/15
Hankins, John	07/16
Mousavian, Mahpour	07/16
Flores, Rosemary	07/17
Ojo, Richard	07/17

Flores, Jr., Rolando	07/18
Akers, Paul	07/19
Sandoval, Javier	07/19
Camarillo, Adriana	07/20
Guardado, Mario	07/20
Juarez, Juan C.	07/21
Aparicio, Jr., Santos	07/22
Argueta, Jose	07/23
Gonzalez, Roberto	07/23
Jamerson, Timothy	07/24
Munger, Kristina	07/24
Jackson, Carleton	07/25
Faber, Jordan	07/26

Lagunas, Montella	07/26
Lopez, Lucia	07/26
Gonzales, Veronica	07/27
Padron, Francisca	07/27
Puac, Mario	07/28
Turner, Meatra	07/28
Rodriguez, Lupita	07/29
Khalil, Mona	07/30
Menchaca, Cynthia	07/30
Molina, Jr., Tomas	07/30
Socarras, Jesus	07/30
Sattler, III, Adam	07/31

Employee Anniversaries

Name	Company	Hire Date	Years
Preuss, Sandra K.	Nissan	11/11/1987	22
Carranza, Elmer E.	Mazda Rosenberg	06/03/1994	15
Jimenez, Anthony	Acura	07/18/1994	15
Ortiz, Carlos A.	Acura North	05/05/1999	10
Mullins, Glenda M.	Honda South	05/10/1999	10
Naranjo, Jr., Amador R.	Honda San Antonio	05/31/1999	10
Ghoreishi, Amir	Subaru	06/01/1999	10
Benavides, Francisco E.	Honda South	05/12/2004	5
Flajc, Milan	Honda South	05/25/2004	5
Gonzalez, Danny	Honda South	05/25/2004	5
Johnson, Bonnie E.	Gillman Services	06/01/2004	5
Melendez, Marvin O.	Gillman Imports	06/15/2004	5
Alfaro, Francisco O.	Honda South	06/16/2004	5
Smith, Jeff	Honda San Antonio	06/28/2004	5

The 20-Foot Rule

Have you ever gone into a large store and been ignored by the employees? It's not that anyone was deliberately rude. Everyone seemed busy and, as you stood there, people walked by, concerned with their own duties and did not bother to speak or even glance your way.

When this happens, many customers leave the premises with a negative attitude and never return. Obviously this is not the way we want visitors to a Gillman dealership to be treated. So we have the 20-Foot Rule!

Any time a Gillman employee is within 20 feet of an unattended customer, it is a Gillman courtesy to make certain the customer is being assisted. It only takes a few seconds to say, "Is someone taking care of you?" or "Can I help you?"

Following the 20-Foot Rule is part of everyone's job description. Lending a helping hand and showing a little friendliness is a sure way to build customer loyalty. Let our customers know how much we value their visits.

Roland Flores, Jr., in His First Main Event Cookoff!



Roland Flores, a veteran of many cooking events and last year's winner for his chile in

the Fort Bend County Fair competition, was invited to join Bob and Linda Humphrey's "Original Longneck Cooking Company" team at the internationally famous Houston Livestock Show and Rodeo. After a hectic three days of serving thousands of hungry attendees, they placed 70th overall among the 250 entrants.

Top Gillman Sales Professionals for 2008 Honored at Special Events!

Each year the Gillman Companies Sales Achievement Program singles out top sales professionals in the Gillman organization. Based on the number of delivered units, Customer Satisfaction Index scores rated against national averages, demonstrated leadership, and other vital standards, Platinum, Gold, and Silver award levels are created.

For 2008, well earned cash awards were presented at two formal breakfast meetings. A full story, with pictures and recipient names will be a feature article in the next newsletter.

In the meantime, congratulations to all who were recognized as the very best of the best sales team in America.

Gillman Companies on the Web



According to national surveys, new and used vehicle buyers turn to the Internet to assist them in making their purchase decisions.

As an early pioneer using the Web as a marketing aid, the Gillman Companies found immediate success. This built an organizational commitment to having a state-of-the-art site. Today's iteration, which is a far cry from the original effort, has been called one of the best in the retail automobile industry.

Check it out today.

A Special Thanks for Contributing to the Gillman Newsletter Goes to:

Elizabeth Solis Carrillo, Scott Dupons, Susan Elbel, Wally Elostaz, Chris Gillman, Jason Gillman, Sherri Gray, Amy Griffin, Rae Hoppe, Jana Kusin, Bonnie Meyer, Jody Valentine, Troy Schroeder, Dennis Thomae, and the great Gillman team.

Cesar Carrillo Conquers Houston Marathon!

Despite a foot injury in training and a muscle cramp during the grueling race, Cesar Carrillo, Gillman Companies IT director, went the distance and finished the entire 26.2-mile Chevron Houston Marathon course. Successful marathoners share traits of determination and a competitive spirit. Cesar exhibited both and is now considering taking on the ultimate challenge of the Iron Man event in Hawaii.

Way to go, Cesar!

