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# Behind THE Wheel

A Publication for the Employees of The Gillman Companies

June-July 2009

## Gillman Sales Achievement Program Awards Outstanding Professional Performance!

Every job in a retail automobile dealership is vital to the success of that dealership and plays an important role in pleasing customers. The men and women who are involved in selling new



Ramsay Gillman

and used vehicles, though, have an enormous impact on how buyers perceive our company. They are an early contact point in today's selling process and their skills are crucial to building customer trust and loyalty.

For more than 70 years, the Gillman Companies have formally recognized the outstanding sales professionals who have distinguished themselves through superior performance.

In the current program, special breakfast meetings took place in Houston and San

Antonio, Texas. A total of 44 men and women were honored for their exemplary achievements during 2008. The Platinum, Gold, Silver, and Leadership rankings were based on the number of vehicles delivered, Customer Satisfaction Index (CSI) scores against the national averages, leadership, and other important criteria. Each award carried a well earned cash incentive.

The 2008 Platinum level award winners were: John McCloskey and Yung Lee, Gillman Acura; Binh Hoang, Miguel Castaneda, and Mark McCutchen, Gillman Honda South; Raheem Drummonds, Gillman Mitsubishi North; Patrick Clausen, Gillman Subaru North; Tausif Shah, Gillman Subaru South; Daniel Waterwall and Manuel Rodriguez, Gillman Honda Rosenberg; and Monty Lagunas, Gillman Honda San Antonio.



Motivational Speaker Coach Major Applewhite

*(continued on next page)*

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# From the desk of Ramsay Gillman

As a new car dealer and a citizen, I am saddened by the condition of U.S. automobile manufacturing. Nothing is accomplished by placing blame. As with all complex problems, there are variables outside anyone's control that serve to make a bad situation worse. Besides, blame does nothing to resolve the various issues.

We, with the Gillman Companies, naturally want to see our industry strong and viable. So we will support our manufacturers to the best of our abilities and look forward to better days.

With that in mind, I want to give every member of the Gillman team a reassurance.

America's demand for cars and trucks will remain strong. Vehicles will continue to



be built in this country. Those two facts produce a third certainty. It does no good to make them if they cannot be sold and serviced.

That means the manufacturers will continue to rely on those dedicated men and women who manage, sell, counsel with customers on vehicle repair, perform the technical-mechanical work, maintain records, carry out the necessary business-related activities, and complete a myriad of other tasks required to operate a retail automobile dealership.

In short, we, on the retail side, still have a vital role in the process of keeping America rolling. If we each continue to do our job and maintain our long standing tradition of satisfying each customer, our continued prosperity is assured.

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*(continued from front page)*

Gold level award winners were: Stanley Cheung, Kin Yu, Kenneth Boula, and Syed Masood-Ul Hassan, Gillman Honda South; Rokanuzzaman Chowdhury and Mohammad Wordak, Gillman Subaru South; Gregory Duvernay, Gillman Honda Rosenberg; along with Frankie Castillo, Jr. and Richard Benitez, Gillman Honda San Antonio.

Silver level award winners were: Youssef Lahoud and Emad Taha, Gillman Acura; Usman Patel, Patrick Paterson, Mushtaq Khan, Richard Ojo, Phillip Aweh, Hugo Torres, and Suman Kumar, Gillman Honda South; Mohammed Hossain and Walter Bradshaw, Gillman Mitsubishi North; Brenda Johnson, Gillman Subaru North; Gibson Ihe, Gillman Nissan Rosenberg; as well as Manual Gavarrette and Hector DeJesus, Gillman Mitsubishi/Subaru San Antonio.

Leadership level award winners were: Jim McCray, Gillman Acura; Russell Freele, Edwin Duran, and Paul Banigo, Gillman Honda South; Mohammad Khan, Gillman

Mitsubishi North; Sadiq Ali, Gillman Subaru South; Jason Roe and Nicanor Varela, Gillman Honda San Antonio; and Michael Rauch, Gillman Mitsubishi/Subaru San Antonio.

A strong Gillman "Way to go!" to the very best of the best retail automobile sales team in America!

*(Please see center spread for full photo coverage of the breakfast events.)*

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## Chamber of Commerce Recognizes Gillman San Benito Dealership



Lalo Galvan, Sales Manager, and Dennis Thomae, General Sales Manager

The Gillman Chevrolet-Buick-Pontiac-GMC dealership was honored by the San Benito Chamber of Commerce as Pride Business of the month for June. The Pride program spotlights area companies that both contribute to

the community environment and successfully meet consumers needs. Way to go!

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## Letters From Loyal Customers

*Tony Webb: I did not have to wait long when I got to Gillman Acura. They told me exactly what I needed to have done, which was nice. They told me to rotate my tires, but I do not keep up on that. They are always friendly and have coffee for us when we are waiting. They washed the car. I asked if they could vacuum the back and they said, no problems. Our service agent took it back and vacuumed it himself. (Satisfaction = 10.)*

—ANOTHER LOYAL AND SATISFIED GILLMAN ACURA CUSTOMER

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*Jeff Smith: I wanted to share with you one of the reasons I have been a customer of Gillman Honda for many years. Last week I was on my way to meet my daughter at Methodist Hospital Children's Emergency Room. When I stopped to get gas, I could not open the cap to the gas tank. As I had my 120,000-mile maintenance performed at Gillman the previous Wednesday, I thought something had not been reconnected. I raced to your dealership and told Matt, who had been the service writer. He was able to open the cap, find the loose spring and, with Tony's help, repair the problem within minutes, and I was on my way.*

*My granddaughter was admitted with viral meningitis from some unknown source and spent the next week in the hospital intermediate care ward. She was just released and is doing well.*

*How do you say thank you for this kind of service? Those gentlemen's kindness touched two families that Saturday. The dealership was busy and they certainly could have made me wait. How fortunate you and I are to be able to deal with such great guys.*

—ANOTHER LOYAL AND SATISFIED GILLMAN HONDA  
SAN ANTONIO CUSTOMER

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*Robert Jackson: My service went well. It was a long ordeal of two weeks but Allan took really good care of me and kept me posted almost daily. He worked with my warranty company on my behalf to do everything possible.*

*I've been there many times but so far I can say that Allan is the best service rep that I have dealt with.*

—ANOTHER LOYAL AND SATISFIED GILLMAN MITSUBISHI HOUSTON  
SOUTHWEST CUSTOMER

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*This is to inform you of the excellent customer service we received from Mr. Gibson Ihe. We recently purchased a Nissan Pathfinder from Gillman Auto in Rosenberg. We had been looking for several months to ensure that our purchase was within our budget. The Pathfinder is our fifth purchase from the Gillman Companies over the past 10 years. We have purchased four Hondas from Gillman on the Southwest Freeway at Beltway 8. Mr. Gibson Ihe ensured that our visit was friendly and very professional. Our experience was very positive and we would highly recommend Mr. Gibson Ihe and Gillman in Rosenberg to*

*our family and friends wishing to purchase a new vehicle.*

—ANOTHER LOYAL AND SATISFIED GILLMAN NISSAN  
ROSENBERG CUSTOMER

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*Amir Ghoreishi: I have been remiss in writing to you about an event that happened when I visited Gillman for service.*

*As usual, David and Sean handled my appointment issues with courtesy and thoroughness. As I was driving home, I realized my cell phone was missing. I returned to Gillman and told David and Sean about my problem. Sean took me into the garage area where we spoke with the mechanic who had worked on my car. He had not seen the phone.*

*David walked with me into the front waiting room where we searched the couch and tables without finding the phone.*

*I left thinking I must have left it at home. After tracing and retracing my steps at home, to no avail, I called David and told him. He asked me to wait a few minutes. I did. He returned and told me he had the phone. Evidently, when I got up from the couch, the phone fell to the floor and I must have nudged it under the couch out of sight. David raised and moved the couch and found the phone.*

*Amir, I wanted you to have a record of this incident. I know how important fine customer service is to you and your staff, and to this customer. As you know, I bought my Forester in 2002 from Gillman. I have had every required service provided at Gillman because I like the services you folks provide and the way you treat me as a customer. I have always thought you go the extra mile in serving me. Sean and David both did in helping me and my cell phone get back together.*

*Thanks to all of you for your fine services.*

—ANOTHER LOYAL AND SATISFIED GILLMAN SUBARU HOUSTON  
SOUTHWEST CUSTOMER

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### After 22 Years with Gillman Honda San Antonio, Byron Ellis Is Finally Bitten by the New Car Bug!



It may take some time, but when the new car bug at long last takes a bite, the urge is irresistible. Byron Ellis found that

out, much to his pleasure. He is the owner of a gorgeous new black 2009 Honda Accord LX-S Coupe, his first brand new car! "Big B," as he is fondly known by the Gillman Honda San Antonio team, has the pride of ownership that is such a vital part of every Gillman sale.

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# Gillman Sales Achievement Program Awards Breakfasts

Excitement and enthusiasm combine to make the Sales Achievement Awards presentations among the most anticipated meetings on the busy Gillman Companies schedule. Here are some more images from the inspiring events.

Gillman Acura Platinum:  
Yung Le and John McCloskey



Ramsay Gillman, Monty Lagunas (Gillman Honda San Antonio Platinum), Frankie Castillo, Jr. (Gillman Honda San Antonio Gold), and Jason Gillman



Gillman Mitsubishi Houston North Platinum: Raheem Drummonds (Used Cars—now sells for Acura) with Randy Khalaf (General Manager)



Gillman Nissan Silver: Gibson Ihe with Ronny Harring (General Manager)



Gillman Honda Rosenberg Platinum: Manuel Rodriguez and Daniel Waterwall with Aldo Cortez (New Car Sales Manager)



Gillman Subaru: Patrick Clausen (Gillman Subaru North Platinum, No. 1 Salesperson in South Central Region), Waleed Elostaz (General Manager), and Tausif Shah (Gillman Subaru South Platinum)



Gillman Honda South Platinum: Miguel Castaneda, Mark McCutchen, and Binh Hoang with Rod Hall (General Manager Gillman Honda and Gillman Mitsubishi South)



David Kemp (General Manager Gillman Mitsubishi San Antonio), Michael Rauch (Leadership), Hector DeJesus (Silver) and Manual Gavarrette (Silver) with Patrick York



Daryl Waterwall and Randy Khalaf



Bart McAndrews, Stacey Gillman Wimbish, Coach Duane Akina, Patrick York, and David Kemp

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**To: Gillman Company Employees**  
**From: Stacey Gillman Wimbish**  
**Date: June 23, 2009**



The past year has been a wild one. In reflection, we have endured much and overcome so many hurdles. Jay Gould always told me that in good times, you develop bad habits and in the hard times, you return to good habits. I am so very proud of all Gillman employees for their acceptance of necessary changes

and a willingness to sacrifice for our survival. We now have stronger relationships within the company and with our partnerships outside of our organization. With the exception of November 11th, that terribly sad day of "rightsizing" the company in response to the economic downturn, we have had very little turnover. Accountability for every bit of gross and every single expense is expected. I knew that a culture change had hit home when even my dad had to put in several requests for a new desk calendar. We have emptied and reused hundreds of old binders. Attention to expense control has reduced new car inventories by \$40 million. We went "black" in advertising for the month of February. Bart McAndrews and Chris Sanders have made tremendous discoveries of ways to trim our costs while continuing to provide quality products.

Two significant partnerships outside the company are our banking and computer companies. I am proud to say that, through straightforward communications, we have solid banking relationships. The financial environment has been so unpredictable, and for many dealers and bankers, it has simply been out of their control. Fortunately, we have avoided all of those harsh realities.

Our computer partnership began 25-plus years ago. UCS has grown with us and we with them. We can confidently say they have shaped our awareness of the numbers, and our efficiencies are in large part due to their programming and support. Our contract with them is up for renewal next year. Like all partnerships, we will examine the competition and do a cost-comparative analysis.

We cannot "save" our way into profitability. After the cost-cutting, we must focus on the gross. Patrick

York as COO has just celebrated his one-year anniversary at Gillman. He has promoted two Gillman managers to help him execute the current tasks at hand. Pete Harvey was promoted as Leadership Initiative Director. The Leadership Initiative Director is primarily responsible for posted gross goals so that everyone knows where they are going, a consistent sales process, and education of our own customized sales management expectations. Leadership Initiative focuses on these main areas: time management, structure for our sales managers, the continued success of our sales managers and sales team, and reducing turnover.

The second promoted manager assisting Mr. York is Daryl Waterwall as Used Car Director. The Used Car Director is responsible for intense asset management and increasing used car volume and profits. I am so proud to say that May 2009 used car sales exceeded May 2008 in both volume and net.

Patrick York, Daryl Waterwall, and Jana Kusin have introduced "The Gillman Promise" and a lifetime engine warranty, posted prices on every used car, not only on the Internet but also on the window sticker. We are retailing more and wholesaling less with fewer units in stock and less aging.

The advertising department has been hard at work not only with the Gillman Promise, but we are rolling out an 18-month "Gillman Guy" campaign. The Gillman Guy is an everyday person who makes the right choice, the smart choice, to shop and buy from Gillman. "It's the way to go." This advertising campaign will be a little less loud than traditional car ads, delivering timely messages about the Gillman Promise, lifetime engine warranty, our heritage, and our ever expanding Internet presence (YouTube, Facebook, and Twitter are being developed now).

The message I want to share with all Gillman employees is that we are not waiting to see what will happen to us in this crazy economic environment. Instead, we are going to be proactive, forward-thinking winners.

I am proud of our team of general managers. Their leadership and commitment to these programs will define our success.

It is going to be a great summer!

Stacey Gillman Wimbish  
President  
[sgillman@gillmanauto.com](mailto:sgillman@gillmanauto.com)

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# 401 (K)orner

By Susan Elbel

In today's rough economic times, it is hard to guess just which way the market will go from day to day. While we all would like to think that the toughest times are behind us, we actually are just trying to hope for the best.

No one can really judge when this economy will start or continue (whichever way you believe) to recover. Just like no one can foretell the market's ups and downs. The best we can do is watch and wait it out. However, We Can Be Prepared.

Each and every one of us has a responsibility to ourselves to oversee our own future. That includes your 401(k) investments.

When did you last take a look at the NADART website? Have you checked the different funds and/or compared the returns for those funds? Do you know what funds are best for you?

Take control of your retirement account. Learn about the different options you have to invest in. It's your money, in your account. Don't you want to know more about it? You can move your funds into and out of 27 different funds. Structure your account to fit your specific risk tolerances and goals.

There is a "Frequently Asked Questions & Answers" article that is very informative on the website [www.nadart.org](http://www.nadart.org). Look under the "Latest News" section on the Home Page and scroll down to "The Economy and Your NADART Retirement Account - a Q&A." There you'll find the answers to the questions that most of us are asking. (We are in the Investment Choice Plan.)

Be informed and up to date with your retirement funds. After all, it is your money and your future. Take the time to prepare for it.

[selbel@gillmanauto.com](mailto:selbel@gillmanauto.com)



## New Arrivals Excite Gillman Team Members

Paul Hopkins, General Sales Manager for Gillman Honda in Houston, just became a grandfather for the second time. Brandon Hopkins and wife Jennifer welcomed Samantha Hopkins on May 18, 2009! Samantha, at 20 inches and 8.3 pounds, excited and delighted the entire Hopkins clan. Way to go!



Samantha Hopkins

Louis and Yolanda Gonzales found a new joy in their lives on May 8, 2009 with



Gabrielle Gonzales

the arrival of Gabrielle Gonzales. At 8 pounds 13 ounces, this girl is already the apple of her parents' eyes! Louis Gonzales, III, is Service Manager at

Gillman Mitsubishi and Gillman Subaru in San Antonio. Great news, Louis!

## It's a Three-Peat for Gillman Mitsubishi in South Houston!

Not once, not twice, but three times! That's the record of the Service and Parts team at Gillman Mitsubishi in South Houston when it comes to earning the Mitsubishi Diamond Quality Parts and Service Management Award, the tops in the nation. Adding to the honor, this professional group was also named Mitsubishi Top Performers, which places them among the best 50 Service and Parts teams in the entire country.

A real Gillman "Way to go!" is more than in order!



L-R Kneeling: Mousivan Mahpour (Technician), Abe Abolhassani (Technician), Jamie Valdez (Technician), Jose Diaz (Technician), Peter Akinola (Technician Specialist), Adrian

Aguirre (Parts Counter). Standing: Nico Ekane (Technician), Rod Hall (General Manager), Robert Jackson (Service Manager), Kevin Brown (Service Advisor), Randall Heidaker (Parts Manager), Alan Scott (Service Advisor), Nick Heidaker (Parts Counter)

# A Very Happy Birthday to:



## July

Dang, Quan 07/01  
 Kellerman, James 07/01  
 Ngo, Tan 07/01  
 Rodriguez, II, Jose 07/01  
 Estrada, Jose 07/03  
 Rosa, Carlos 07/03  
 Diaz, Jaime 07/04  
 Kamyra, Kittipol 07/04  
 Reyes, Ruben G. 07/04  
 Salas, Gabriel 07/04  
 McCray, Jimmy 07/05  
 Puy, Samnang 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, Abdelillah 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  
 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  
 Saenz, Ruben 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  
 Molina, Jr., Tomas 07/30  
 Socarras, Jesus 07/30  
 Sattler, III, Adam 07/31

## August

Mendoza, Jason 08/01  
 Lewis, Michael 08/02  
 Ziegler, Joseph 08/02  
 Haberkorn, Kent 08/03  
 McCloskey, Jr., John 08/03

Hernandez-Rodriguez, Fredy 08/04  
 Johnson, Dey 08/04  
 Moreno, Juan M. 08/04  
 Baez, Ilias A. 08/07  
 Wehe, Chris 08/07  
 Do, Nghia 08/08  
 Hernandez, Leticia 08/08  
 Morales, Jason J. 08/08  
 Perez, Ana 08/08  
 Cavazos, John W. 08/09  
 Martinez, Jr., Johnny 08/09  
 Rivera, Debra L. 08/09  
 Rodriguez, Jose L. 08/09  
 Moctezuma, Yesenia 08/10  
 Randall, Matt 08/10  
 Edwards, James 08/11  
 Mangum, Maryann 08/11  
 Miller, Anthony 08/12  
 Roushan, Kambiz 08/12  
 Chesley, Kristen 08/13  
 Shah, Tausif 08/13  
 Dupons, Scott 08/15  
 Kolniak, Jr., Joseph S. 08/16  
 San Miguel, Rachel 08/16  
 Mitchell, Tyson 08/17  
 Salinas, Eva 08/18  
 Campbell, Paul 08/19  
 Lemus, Ofilio 08/19  
 White, Cynthia 08/19  
 Hernandez, Juan A. 08/20  
 Hopkins, Paul 08/20  
 Mendez, Lorena 08/20  
 Thomae, Dennis R. 08/20  
 Unay, Serhat 08/20  
 Khalaf, Randy 08/21  
 Jezek, Hilma 08/22  
 Thomas, Stacie 08/23  
 Wilkins, David 08/23  
 Zimmerman, Ginger 08/23  
 Pena, Federico 08/24  
 Jaimes, Ernesto 08/25  
 Ruiz, Luis 08/25  
 Segundo, Jaime 08/25  
 Centeno, Miguel 08/26  
 Ortiz, Carlos 08/26  
 Slater, Kathryn 08/26  
 Wright, Kevin 08/26  
 Escamilla, Alex 08/27  
 Burton, Willene 08/28  
 Drury, Elaine 08/28  
 Villarreal, Jose R. 08/28  
 Coreas, Jesus 08/29  
 Webb, Tony 08/29  
 Colvino, Arthur 08/30  
 Gonzalez, Jorge L. 08/30  
 Sadlowski, Michael 08/30  
 Shepard, Marcus 08/30

## September

Benavides, Francisco 09/01  
 Ruiz, Jr., Jose 09/01  
 Zhang, Sherman 09/01  
 Chantaca, Daniel 09/02  
 Perez, Arsenio 09/03  
 Rodriguez, Richard 09/03  
 Jacquez, Reymundo 09/04  
 Ruiz, Olga 09/04  
 Lopez-Quinonez, Jesus 09/06  
 Click, David 09/07  
 Leon, Julio 09/07

Love, Jay 09/07  
 Waterwall, Daryl 09/07  
 Welsh, Justin 09/07  
 Alisirat, Hassan 09/08  
 Nguyen, Thu 09/08  
 Stover, Randall L. 09/08  
 Tsai, Chien 09/08  
 York, Patrick 09/08  
 Flores, Joel 09/09  
 Marcus, Paul 09/09  
 Welch, Deborah 09/09  
 Cao, Bao 09/10  
 Anguiano, Anayanci 09/11  
 Canfield, Ronald 09/11  
 Garcia, Irma Z. 09/11  
 Jones, Efton 09/11  
 Martinez, Sr., Robert 09/11  
 Flores, David 09/12  
 Guardado-Ovando, Virginia 09/12  
 Pham, Tuan 09/12  
 Estrada, September 09/13  
 Gonzalez, Jaqueline 09/13  
 Rafiei, Moe 09/14  
 Rangel, III, Felipe 09/14  
 Freele, Russell 09/15  
 Kumar, Suman 09/15  
 Chung, Stanley 09/16  
 Cruz, Christopher 09/16  
 Gallegos, Adolfo 09/16  
 Pham, Patrick 09/16  
 Ward, Crystal 09/16  
 Fleming, Michael 09/17

Jacal, Roberto 09/17  
 Williams, Oscar 09/17  
 Ali, Sadiq 09/18  
 Davis, Hazel 09/18  
 Diaz, Salvador 09/19  
 Kemp, David 09/19  
 Matthews, Steven 09/20  
 Miller, Reco 09/20  
 Aguirre, Adrian 09/21  
 Parks, Cynthia 09/21  
 Lachapel, Roberto 09/23  
 Miller, John 09/23  
 Salguero, Ramiro 09/24  
 Burton, II, Thurman 09/25  
 Foreman, III, Hubert 09/25  
 Anzaldua, Johnny 09/26  
 Jackson, Jr., Allen 09/26  
 Marshall, Latarsha 09/26  
 Powell, Timothy 09/26  
 Thomas, Paul 09/27  
 Torres, Milagro 09/27  
 Asare, William 09/28  
 Griffin, Wendy 09/28  
 Montes, Miguel 09/28  
 Stewart, Nicholas 09/28  
 Won, Yeong 09/28  
 Zepeda, Gerardo 09/28  
 Anderson, Lisa 09/29  
 Lopez, Miguel 09/29  
 Benito, John 09/30  
 Cortez-Campos, Jose 09/30

## Employee Anniversaries

Name	Company	Hire Date	Years
Morris, Lisa	Acura	08/14/1989	20
Jimenez, Anthony	Acura	07/18/1994	15
Cruz, Darwin M.	Honda South	08/04/1999	10
Meadors, Bobbye	Gillman Imports	08/05/1999	10
Kellerman, James L.	Mitsubishi San Antonio	09/16/1999	10
Jacal, Roberto	Honda Ft. Bend	08/02/2004	5
Ortega, Jose O.	Honda South	08/10/2004	5
Costabile, Kyle M.	Honda Ft. Bend	08/11/2004	5
Luna, Martha E.	Gillman Imports	08/12/2004	5
Cisneros, Evelyn J.	Gillman Services	08/23/2004	5
Asare, William B.	Gillman Autoplex	09/10/2004	5
Zamir, Asim	Honda South	09/13/2004	5
Cheng, Danny C.	Honda South	09/21/2004	5

### Happy New Chapter for Prado Family

Joe Prado, Jr., a sales representative at Gillman Chevrolet-Pontiac-Buick-GMC in the Rio Grande Valley, and his wife Sandra have begun a new chapter in their lives with the formal adoption of Miguel Angel Prado and Sarah Elizabeth Prado.

At a special "adoption day" event in the 138th District Court, eight children under the care of the Texas Child Protective Services were adopted by six families.

Supported by the Cameron County Young Lawyers Association and the Texas Young Lawyers Association, free legal services were provided to those requiring assistance.

Miguel Angel Prado, aged three going on four, was placed with the Prados when he was only 26 days old. A smiling Sarah Elizabeth Prado hugged her father at the close of the proceedings.

Proud parents and beaming children! Way to go, Joe and Sandra, for making the world a happier place.

## Gillman Companies Introduce “The Gillman Guy”—A New Advertising Campaign

After a six-month search for an advertising concept that differentiates the Gillman brand from other automobile advertising, Patrick York, Gillman Companies Chief Operating Officer, today announced a new promotional initiative.

According to Patrick, “This new program will be used in all Gillman dealerships. So it had to be highly effective in each of the markets we serve.”

Designed to break from the traditional “louder is better” style of retail automobile advertising, the new campaign centers on the attributes that have made Gillman one of the most successful auto groups in the nation. At the same time, the new ads evolve the company image.

According to Jana Kusin, Gillman Companies Director of Advertising, the campaign, which is a total program including commercials, point-of-sale materials, Internet integration and website promotion, was developed by Ad National Group. Based on an original character named, “The Gillman Guy,” the ads are friendly, contemporary, and clever.

In addition to multiple television commercials that highlight each Gillman dealership, the complete package includes materials for use in Facebook, YouTube, and Twitter.

Gillman Companies President, Stacey Gillman Wimbish, noted “This new campaign helps promote the Gillman image by providing a more innovative and up-to-date look to our ads. At the same time, we are able to hold on to our 70-year tradition of customer satisfaction.”

The new program is being introduced in stages beginning in July. To view a sample, the new Gillman Promise Pre-Owned television ads can be viewed on [YouTube.com](http://YouTube.com) by searching “Gillman Preowned.”

You can become a fan of Gillman on Facebook. Just search “Gillman Honda,” “Gillman Mitsubishi,” “Gillman Preowned,” or [gillmanauto.com](http://gillmanauto.com).

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

Elizabeth Solis Carrillo, Scott Dupons, Susan Elbel, Jason Gillman, Kelly Goldsberry, Amy Griffin, Rae Hoppe, Robert Jackson, Jana Kusin, Bonnie Meyer, Dennis Thomae, and the great Gillman team!

## Gillman Honda Houston Wins Coveted Customer Service Experience Award!

Gillman Honda Houston Service Director Kelly Goldsberry and the entire Gillman Service team earned the highest three-month Overall Service Experience scores in their district. Honda District Representative Vernon Sage presented the team with a special trophy to commemorate their outstanding performance.

That is indeed the way to go, Honda Service!



L-R: Kim Williams, Steve Mathews, Morris Potts, Roger Alfaro, Jason Odening, Jake Castellon, Shang Shahriari, Hudson Pham, Melinda McIlveen, Nick Nguyen, Johnny Pho, Jose Ortega, Khanh Vu, Denise Lopez, and Kelly Goldsberry

## Gillman Mitsubishi San Antonio Earns Mitsubishi Triple Diamond Chapter of Excellence Award!

Mitsubishi Motors North America (MMNA) Regional Sales Director, Western Zone, Kenny Yamamoto visited Gillman Mitsubishi in San Antonio. He presented Gillman New Vehicle Sales Manager Mario Del Bosque with the MMNA Triple Diamond Chapter of Excellence



Kenny Yamamoto, Regional Sales Director for the Western Zone of Mitsubishi Motors North America, is shown with Mario Del Bosque and Manuel Gavarrette of Gillman Mitsubishi San Antonio.

Award in the Diamond Quality Sales Management Program. As part of the presentation, Mario also received a custom-made Tourneau watch. Three sales representatives were also honored. Manuel

Gavarrette, Hector DeJesus, and Jason Roe were named to MMNA Diamond Sales Guild and also were gifted with special timepieces.

These awards are presented to the highest performers in the nation in terms of unit sales and customer satisfaction.

A big “Way to go!” to all!