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# Behind **THE** Wheel

A Publication for the Employees of The Gillman Companies

December 2008-January 2009

## Intrepid Golfers Set Donation Record at Gillman Companies 13th Annual Charity Golf Tournament!



A chill wind, falling rain, wet fairways, and well watered greens did not dampen the spirits of the 150

undaunted golfers who came for a day of competition and camaraderie at the Sweetwater Country Club. The generosity of the players, matched by their determination to make the best of inclement weather, produced a memorable event that supported a great cause.

A total of \$66,000 was collected for the Fort Bend County Women's Center, thus setting a new record and exceeding last year's performance. Service Group was again the corporate sponsor. Bank of America graciously supported the player dinner. In addition, there was the traditional awards ceremony along with a live auction.

The Fort Bend County Women's Center fulfills a vital role in the community by lending sympathetic assistance to those who

have encountered domestic violence, are victims of sexual assaults, or have experienced other forms of brutish behavior. For 28 years, the Center has aided thousands of women and their children who have come seeking a kinder way of life. Proceeds from the annual Gillman golf extravaganza are used in programs for crisis intervention, emergency shelter, support services, counseling, and education.

Space does not allow recognizing everyone who worked to conduct this event. Even so, a special "Way to go!" is extended



to Bonnie Meyer, Rae Hoppe, and Jana Kusin for their efforts. Note also needs to be made of Liz Moreno's contribution and a sincere

"thanks" is in order to every one of the stalwart golfers.

*(Editorial note: The images on this page are from last year's very successful tournament. A combination of bad weather, holiday schedules, and processing problems delayed this year's pictures. Please see the next issue for full photo coverage of this fine event.)*

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# From the desk of Ramsay Gillman



One of the most difficult and demanding challenges in the retail automobile business is balancing the size of our team to match anticipated consumer demands for our products. Although it is never easy to find skilled people, adding personnel to meet the needs in good times is relatively simple. Reducing staff to coincide with lowered projections, though, is always very tough, for employees as well as management.

Sadly, we have entered one of those downturns. How long it will last, no one knows. New leadership in Washington, fluctuating economic outlooks, problems with our domestic big three automakers, and somewhat uncertain conditions worldwide all contribute to this time of unease.

Even though ignored by the news media, which seem to seek out and even focus on negative stories, we have a positive advantage. Texas is one of, if not the very best, places to be during this unsettled time. Across the state, employment is better than the national average, our core industries are doing well, and our markets

have not been blasted by massive home mortgage foreclosures.

Regardless of conditions, though, 2009, like every other year, will be what we make of it. Living up to three simple resolutions can help ensure our continued success.

First, resolve to focus on doing your job, as you always have, to the best of your ability. Then go a step beyond that. Seek ways to work smarter and bring your performance to a higher level. This will allow you to do your part in taking up any temporary slack imposed by the adjustments needed to serve this new market environment.

Second, resolve to maintain a positive attitude. Be confident. This is not the first time in the last six-plus decades our organization has seen stress in our economy. Contrary to what you might hear, this period is not, by a great measure, the worst decline in history. If you have a positive attitude, it will be reflected in those around you. A good start on this is to follow the old axiom of "Work, don't worry."

Third, resolve to redouble your efforts to satisfy our customers. Repeat business is always important. In 2009, repeat business is vital. Satisfied customers not only return, they also tell their friends and neighbors.

Hope you had a great holiday season and accept my very best wishes for your health and happiness in 2009.



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## Gillman Mitsubishi Sales Team in San Antonio Offers a Special Holiday Greeting!

Mario Delbosque and the San Antonio Mitsubishi sales team offered a holiday surprise sing-along to Gillman Companies President Stacey Gillman Wimbish when she visited the dealership. Needless to say, the lyrics are original. "West Loop" and "Lone Star" are other area Mitsubishi dealerships. Read to the tune of "Here Comes Santa Claus."

"Here comes Gillman, here comes Gillman,  
Right down Number One Lane.  
Watch out West Loop, Move over Lone Star,  
Gillman's on its way!  
Lancer's movin', Outlander's selling,  
Eclipse is holding on tight,  
Sales are hoppin', the prices are dropping,  
At Gillman, we treat you right!"

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## Letters From Loyal Customers

*Stacey Gillman: It is quite common for people to write letters of complaint when they perceive bad service or difficulties with a product. However, people seldom take the time to write concerning a positive experience. Based on my recent interaction with several of your customer service people, I feel compelled to give you my opinion.*

*Recently, the transmission on the 2001 Acura TL that I purchased from you failed catastrophically. Although we had faithfully kept up with the required regular maintenance, it went in a matter of a couple of days. When I reported the problem to Shaun Smith at your Service Department, he immediately began to resolve the problem. Although my particular model was technically not covered under the Honda recall program, he took the time to check with them and plead my case.*

*The result was very positive and a new transmission installation was arranged at Honda's expense. Shaun went further and arranged for a short-term loaner car to minimize the impact on my job. At the end of the day, for a \$100 tow charge, my vehicle was brought back to prime condition and even cleaned for pick up. To say I am impressed is an understatement. Shaun was a pleasure to deal with, was very knowledgeable about the programs and procedures, and just a hell of a nice guy. With people like him on your team, I would have no problem buying another vehicle from your dealership.*

*Since I'm at it, special thanks go out to Tony Webb as well who took care of my questions when Shaun was not available. Clearly, your excellent service attitude extends into the management group as well. Having seen your commercials about the Gillman Experience, I am now one of those that has had this very pleasant experience firsthand. Well done!*

—ANOTHER LOYAL AND SATISFIED GILLMAN ACURA CUSTOMER

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*Rod Hall: Where do I begin? There were so many things done for me in this process, I am really very grateful. When the rental car personnel informed me that my car was totaled, I had to find transportation. I did not know what to do; I enlisted the help of a colleague and the search began. I decided on a green Honda Accord with leather seats. With the help of C.J., Pat, and Johnny, I came up with a car that met my criteria. You were helpful in getting to the dealership from Humble. You presented me with the green car and I decided that I did not like it, after you had started the paperwork. You were kind enough to walk with me to the lot to make another selection. I appreciate your patience; it allowed me to make a sound decision. Because of you, this was the best car buying experience since I purchased my first car. Again, thank you and your colleagues for all of your assistance.*

—ANOTHER LOYAL AND SATISFIED GILLMAN HONDA  
HOUSTON CUSTOMER

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*Hi, Mario, Hector, and Jason: I just wanted to thank both of you and Jason for the excellent care on Saturday. Mario, I appreciate your getting everything rolling and listening to my concerns and helping to get them addressed. I was especially impressed with you Hector, who called in to check on the status of things twice on your day off. You showed great professionalism in taking care of things and making things right. Jason was also fabulous at taking the time to show me the vehicle and answer any questions and address my concerns. I really appreciate all of you guys, and the car looks great.*

—ANOTHER LOYAL AND SATISFIED GILLMAN MITSUBISHI  
SAN ANTONIO CUSTOMER

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*Just wanted to let you know what a huge pleasure it was to work with Gibson Ihe on the purchase of my beautiful, new Nissan Xterra. It is such a joy to work with a pleasant salesperson in selecting a new vehicle. Could not have asked for a nicer person or a smoother sale. I will highly recommend Gibson to my fellow Rosenberg Police Department employees and many others in this area. Gillman Nissan, keep up the good work!*

—ANOTHER LOYAL AND SATISFIED GILLMAN NISSAN  
FORT BEND CUSTOMER

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*Shah: You will receive top ratings. You made the vehicle buying experience the best we have had in our years of buying cars. We could tell that your focus was on us and not just on your making the sale. The price seemed very fair and the service once we arrived was top notch. If any of our friends express interest in buying a Subaru, we will most assuredly point them in your direction.*

—ANOTHER LOYAL AND SATISFIED GILLMAN SUBARU  
HOUSTON CUSTOMER

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## The 20-Foot Rule

We want every person who visits a Gillman dealership to feel at ease. That's why we have the 20-Foot Rule.

Any time a Gillman employee comes within 20 feet of visitor who seems unsure, it is the Gillman employee's responsibility to make certain that visitor is being assisted.

A polite "Are you being helped?" or "Is someone taking care of you?" can go a long way toward welcoming an unattended person.

Let's make the 20-Foot Rule a part of everyone's job description by extending a friendly hand to anyone you see looking a little uncomfortable. It's a great way to show how much we value every Gillman customer's business.

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# New Gillman Promise Program Provides Greater Used Vehicle Buyer Satisfaction

Painless buying, happy driving, and the assurance that comes from a lifetime engine warranty is the heart of our new Gillman Pre-Owned Promise program.

Cars, trucks, and SUVs selected for this unique customer assurance protection plan undergo a meticulous 150-point mechanical/electrical inspection. The vehicle background is checked by a CARFAX History Report. A free lifetime engine warranty is then added to the package, which also includes a drive-it-and-if-not-satisfied return feature called the "Full Refund, Happy Driving Guarantee."



Add to this, special finance programs that are tailored to fit virtually any budget. Then include the additional security of the Gillman name, which has been trusted by Texans for three generations. The result is a package that adds value to the vehicle while allowing

customers to buy with confidence.

The Gillman Pre-Owned Vehicle Promise is another effort by the Gillman Companies to ensure buyer

satisfaction and abide by the firm's long tradition of meeting and exceeding our customers' expectations.

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## Gillman Subaru Sales Personnel Score Big in Subaru's Holiday Cash Bonanza!

On December 18-19, 2008, at the famous Texas landmark Driskill Hotel in Austin, five Gillman Subaru salespeople were recognized and rewarded for their outstanding performance.

Tausif Shah, Gillman Subaru Houston South, was named the top sales consultant by Diego A. Montoya, District Sales Manager for Subaru of America, Inc., South Central Region-Gulf States Subaru.

Mohammad Wordak and Rokan Chowdhury, also with Gillman Subaru South, and Patrick Clausen, Gillman Subaru Houston North, stood high in the top 10 award champions. Rounding out the winners, Michael Rauch, Gillman Subaru San Antonio, was also honored.

Way to go, guys. Keep up the great work!

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## Gillman Rio Grande Valley Salesperson Joe Kolniak Honored by Honda!

Joe Kolniak, in addition to being the top salesperson for Gillman Honda in San Benito, Texas, earned honors from American Honda.

In recognition for his becoming a 2008 Honda Zone 3 top performer, Joe was awarded a new Rolex wristwatch.

Way to go, Joe!!



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# Halloween Holdover Memories (That some might like to forget!)



Leslie Ingram, Gillman Rosenberg Complex, is our Sarah Palin lookalike.



Kevin Vernon, Gillman San Antonio Complex, is our Sarah Palin not-lookalike.



Gillman San Antonio team members in all their Halloween glory!

The above photos really don't need an explanation.  
An excuse, maybe, but it was in fun and a good time  
was had by all!

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# 401 (K)orner

By Susan Elbel

How about these savings? I can't believe the sale the market is having. I love it. My contributions buy so many more shares. It truly is a great time to be investing in the 401(k) plan. Just check out these specials—last year's prices versus this year.

As of 12-31-07, you could buy International Investors Fund for \$38.00 per share; now, as of 12-22-08, it will only cost you \$21.12 per share. Or another one, S&P 500 was at \$25.78, and now it can be purchased at \$15.61. Savings are everywhere in our plan.

These are just two examples of the many savings that can be had, for a limited time only.

Diversify, to vary. We have so many choices when it comes to our retirement

accounts. Each of us, individually, needs to set up our 401(k) plan according to our tolerance to risk and our retirement goals. If you are looking at a shorter term to retirement than, say, someone who is 40 and has 25-plus years yet until that goal, then maybe a less risky, more stable group of funds would be the way to go. The higher the risk levels, the more and bigger ups and downs. The lower risk levels tend to be calmer, less dramatic.

To read about each of the plans and their risk levels, go to [www.nadart.org](http://www.nadart.org) and enter "plan risk levels" in the search box. Then click on "NADART investment choice 401(k) plan." This will take you to the information on each of the plan choices and give you the information about the risk levels.

It is up to you to be informed about your choices and your elections in the 401(k) plan. The website is loaded with information and help. It's there for you to use and to learn more about your retirement and planning for it.

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## Gillman Launches Leadership Initiative Program

What are the basic processes that lead to dealership and personal development? How can they be quantified, taught, and learned? How can the principles of accountability be applied to those processes and used to measure progress? These, and many other questions, lie at the heart of attaining the goals that to a very large extent determine success in business.

The new Gillman Leadership Initiative Program strives to provide answers to these vital questions as well as deal with other related issues such as time management, self/employee motivation, and global tracking to show attainment of objectives.

Daryl Waterwall and Pete Harvey, highly effective dealership managers and

long time members of the Gillman team, have introduced the Gillman Initiative Program. Working with Jason Gillman, GM of Gillman Honda San Antonio, they recently launched its first application in that facility.

Waterwall and Harvey just completed introductory class sessions in Houston, San Antonio, and the Rio Grande Valley. More than 80 managers and sales representatives have experienced the intensive training regimen and are already benefitting from the what-to-do, how-to-do-it sessions.

The pair, acting as a team, also work with Service Group, assisting in the training process needed for the Gillman Management Group Certification process.

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# A Very Happy Birthday to:



## January

Hossain, Mohammed	01/01
Tovar, Elmer	01/01
Wilson, Everett	01/02
Carrillo, Cesar	01/03
McCurry, Deric	01/03
Peters, Jeffrey J.	01/03
Banigo, Paul	01/04
Delbosque, Mario	01/04
Solis, Carlos	01/05
Collins, Milton C.	01/06
Cruz, Cruz	01/06
Esquivel, Lucio	01/07
Martinez-Barrientos, Luis	01/07
Mottu, Jr., Jesus	01/07
Gonzalez, Jose	01/08
Heidaker, Randall	01/09
Batchelor, Donna	01/10
Le, Tung	01/10
Falcon, Freddy	01/11
Libertore, Jeffrey	01/11
Meza, Pedro	01/11
Benavidez, Saul S.	01/12
Ellis, Byron	01/12
Zamir, Asim	01/12
Ponluang, Narong	01/13
Fischer, Christian	01/14
Flajc, Milan	01/14
Haring, Ronald	01/15
Raval, Jeff-Martin	01/15
Duvernay, Gregory	01/16
Jalomo, Melissa	01/16
Jimenez, David	01/17
Salas, Robert	01/17
Weaver, Anthony	01/17
Pham, Capt	01/18
Kately, Patricia	01/19
Marinero, Lydia	01/20
Nichols, Brian E.	01/21
Aleman, Jr., Joe R.	01/24
Coe, Robert	01/24
Gonzalez, Angel	01/24
Halbison, Joshua	01/24
Mendez, Juan	01/24
Calderon-Alvarez, Juan	01/25
Brown, Kevin	01/26
Ramirez, Arnold	01/26
Rios, Alfredo	01/26
Schneider, Helen	01/26
Garcia, Aaron D.	01/28
Smith, Jeffrey	01/30
Calloway, Sr., Michael	01/31
Sanchez, Gumesindo	01/31

## February

Conran, Johnathan	02/01
Crowe, James	02/01
Gillman, Ramsay	02/01
Saenz, Albert	02/01
Duran, Edwin	02/02
Jarquín-Lopez, Floyd	02/03
Monseratt, Veronica	02/03
Qureshi, Muhammad	02/03
Romo, Ricardo	02/03
Bush, Glenn	02/04
Lopez, Edith	02/04
Martinez, Juanita	02/04

Perez, Sidronio	02/04
Medrano, Tomas	02/05
Gonzales, Liza C.	02/06
Cortez, Joshua	02/07
Vo, Phu	02/07
Harris, John	02/08
Valentine, Jody	02/08
Wachel, Wanda	02/11
Eiler, Marilyn	02/12
Jasper, Joy	02/15
Kirby, Laura L.	02/15
Murray, Deborah	02/16
Naranjo, Jr., Amador	02/16
Barrios, Richard A.	02/17
Dejesus, Jr., Hector	02/17
Romero-Montesinos, Rolando	02/17
Marek, Melissa	02/18
Hill, Timothy	02/19
Gill, Nicole	02/20
Hernandez, Raymond	02/21
De Leon, Guadalupe	02/22
Araya, Martin	02/23
Drury, Tiffany	02/23
Eldridge, Sharon	02/23
Quick, Joanne	02/23
Castaneda, Miguel	02/24
Medina, Ramon	02/24
Bui, Sandra	02/26
Fletcher, Russell	02/26
Murray, Steven	02/26
Sardari, Yasameen	02/26
Morales, Mauricio	02/27
Nguyen, Nick	02/27
Potts, Morris	02/27

## March

Cessna, Simeon	03/01
Nguyen, Phuong	03/01
Mullins, Glenda	03/02
Woodard, Tony	03/02
Amadi, Eze	03/03
Mathew, Anil	03/03
Tejeda, Ronny	03/03
Wade, Virginia	03/03
Hernandez, Griselda	03/04
Vu, Khanh	03/04
Williams, Timothy E.	03/04
Hernandez, Suguey	03/05
Taha, Emad	03/05
Trevino, Jr., Omero	03/06
Bui, Phong	03/07
Nevin, Paul	03/07
Daly, Keegan P.	03/08
Ghoreishi, Seyed	03/08
Koenig, Charles	03/08
Meadors, Nedre	03/08
Mayshack, Mysti	03/10
Perez, Alejandra	03/11
Tran, Hoai	03/11
Rideaux, Jr., David	03/12
Childress, Steven	03/13
Mata, Roberto	03/13
Alfaro, Roger	03/14
Fojtik, Kathy	03/14
Harris, Vincent	03/14
Kirkland, Rhonda	03/14
Schmitt, Jr., Bruce A.	03/14

Waterwall, Daniel	03/14	Flax, III, Weirleis	03/22
Espinal, Einstein	03/15	Gonzales, Jason	03/22
Esquivel, Juan	03/15	Melton, Mark	03/23
Herrera, Rosemary	03/15	Nieto, Jr., Jose	03/25
Man, David	03/16	Castellano, Sandra	03/27
Cantu, Rolando M.	03/17	Gonzales, Johnny	03/27
Clausen, Patrick	03/17	Harstlman, Bryan	03/27
Krummel, Patricia	03/17	Flores, Elvira	03/29
Curry, Kirk	03/18	Sells, Jr., Willie	03/29
Loewe, Jason	03/18	Millsap, Scott	03/30
Ortiz, Jr., Froilan	03/19	Yee, Michael	03/30
Lopez, Maria	03/20	McQueen, Roger	03/31
Awan, Mohammad	03/21		

## Employee Anniversaries

Name	Company	Hire Date	Years
Caffey, Gail L.	Gillman Services	03/20/1989	20
Hodge, Dreike B.	Honda South	03/18/1994	15
Chavez, Walmore	Acura	02/01/1999	10
Rodriguez, Manuel V.	Honda South	01/14/2004	5
Ali, Sadiq	Subaru	01/21/2004	5
Lewis, Egbert E.	Subaru	01/21/2004	5
Esquivel, Juan	Honda San Antonio	01/31/2004	5
McQueen, Roger E.	Mitsubishi San Antonio	02/16/2004	5
Mangum, Maryann E.	Gillman Imports	02/24/2004	5
Boula, Kenneth F.	Honda South	03/08/2004	5
Harris, John M.	Honda San Antonio	03/24/2004	5
Hughes, Brenda C.	Mitsubishi North	03/25/2004	5
Flores, Jr., Rolando	Subaru	03/30/2004	5

## Rae Hoppe Named New Gillman Executive Assistant



Rae Hoppe is the new Executive Assistant to Gillman President Stacey Gillman Wimbish and Gillman General Manager Patrick York. Rae,

who attended Delmar College in Corpus Christi, has two girls, ages 11 and 13. A veteran of 22 years in the mortgage industry, she brings a wealth of business knowledge and skills to her new position. A music lover who enjoys photography, Rae has also been skydiving. Please extend her a warm Gillman welcome!

# Gillman Team Supports the Gulf Coast Regional Blood Center

New donors and those who have crossed the threshold of multiple donations that equal or exceed a full gallon of blood came together to support the Gulf Coast Regional Blood Center. On November 12, 2008, the mobile unit rolled into the parking area of the Gillman complex on the West Sam Houston Parkway South and the professional staff made giving the “gift of life” an easy task.

Thanks go to Bonnie Meyer for her work in setting up the event, to other Gillman team members who assisted, and to those who truly gave of themselves to help another. Way to go, gals and guys!



## Gillman Website Continues Building Customer Convenience and Satisfaction

A major national research study clearly reaffirms the growing influence of the Internet



on new and used vehicle customers. Each year, the percentage of prospective buyers who utilize a

dealer's website as part of their purchasing process reaches new highs. So the importance of having a state-of-the-art Internet presence becomes more vital to maintaining sales leadership.

The Gillman Companies were utilizing the Web long before many dealers began to understand the value of learning how to satisfy a very different and unique breed of shopper. Lessons learned in those days continue to be effective in producing sales in the current marketplace.

The Gillman website is now our organization's number one lead provider. Traffic continues to increase each month and, if you'd like to see why, visit [gillmanauto.com](http://gillmanauto.com) for a do-it-yourself tour of one of America's best sites.

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

Elizabeth Solis Carrillo, Scott Dupons, Susan Elbel, Amy Griffin, Rae Hoppe, Bonnie Meyer, Daryl Waterwall, Jody Valentine, and the great Gillman team!