

Bergey's INK

BERGEY'S PURCHASES YOCUM FORD

Bergey's is pleased to announce that it has purchased Yocum Ford in Lansdale, PA. The dealership has been renamed Bergey's Ford of Lansdale and is the company's second Ford dealership, joining Bergey's Ford in Ambler, PA. The acquisition will enable Bergey's to broaden their sales, service and parts network in the Lansdale and Hatfield area.

In the announcement made August 18, Bergey's extended a warm welcome to the employees at Yocum Ford. The team at Bergey's Ford of Lansdale is looking forward to serving your sales, service and parts needs at their newest dealership located at 301 E. Main Street in Lansdale, PA.

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Thinking Well



DECEMBER 2016

BERGEYS.COM

WELCOME

Hayes Conn, IV..... Kennett Square Truck Center
Laura Pfeiff..... Ford of Ambler
Michael Griffis..... Trenton Truck Center
Mandi Stancill..... Vineland Truck Center
Matthew Matcovich..... Conshohocken Truck Center
David Rose..... Souderton Truck Center
Patrick Waldenberger..... Chevrolet
Kevin Staurowsky..... Conshohocken Truck Center
Milan Szilagyi..... Buick GMC
Trent Carney..... Chrysler Jeep Dodge Ram
Jillian Leatherman..... Fuel Center
Brittany Neff..... Conshohocken Truck Center
Brianna Kauffman..... Fuel Center
Norman Howell..... Perkasie Retreading
Craig Frey..... Perkasie Retreading
James Stroman..... Ford of Ambler
Daniel Groce..... Chevrolet
Kevin Lindaberry..... Chrysler Jeep Dodge Ram
Vincent Kapschock..... Trenton Truck Center
Daniel Walker..... Chevrolet
Michael Lanshe..... Souderton Truck Center
Pedro Roman..... Hatfield Commercial Tire
Claude Hunsberger..... Chevrolet
Matthew Kristire..... Ford of Ambler
John Croll..... Souderton Truck Center
George Kostiou..... Pennsauken Truck Center
Joseph DeMaio..... Thorofare Commercial Tire
Jeffrey Henry..... Lansdale Tire & Auto Service
Richard Reynolds..... Buick GMC
John Keating..... Ford of Ambler
Trevor Bickel..... Chevrolet
Kenneth Gehman..... Chrysler Jeep Dodge Ram
Ryan Distler..... Chevrolet
Kathleen Bonanni..... Colmar Parts Warehouse
Kenneth Buchanan..... Colmar Parts Warehouse
Steven Rowedder..... Colmar Parts Warehouse
Victoria Halteman..... Buick GMC
Stephen Kachel..... Ford of Ambler
Jason Kircher..... Buick GMC
Amy Lynn Sheehan..... Ford of Ambler
Austin Corwell..... Kennett Square Truck Center
Kyle Clark..... Thorofare Commercial Tire
Evan Rosenberger..... Detail Center
Archie Toe..... Hatfield Commercial Tire
Samuel Dilenno..... Pennsauken Truck Center
James Olive..... Thorofare Commercial Tire
Bryon Booth..... Doylestown Tire & Auto Service
Zachary Day..... Thorofare Commercial Tire
Dante Queenan..... Detail Center
Daniel Baynard..... Perkasie Tire & Auto Service
Robert Cron..... Perkasie Retreading

Paul Wydominic, Jr. Colmar Parts Warehouse
Samuel Rios..... Thorofare Commercial Tire
Lee Bright..... Perkasie Retreading
Michael German..... Ford of Lansdale
Edgar Sheehy..... Ford of Lansdale
Harry Orlandini..... Ford of Lansdale
Joseph Grau..... Ford of Lansdale
Clarence Kratz III..... Ford of Lansdale
Shawn McCaul..... Ford of Lansdale
Bette Frankenfield..... Ford of Lansdale
Jeffrey Greenly..... Ford of Lansdale
Tyler Hemmerle..... Ford of Lansdale
Marlin Hunsberger..... Ford of Lansdale
Vincent Joyce..... Ford of Lansdale
Joseph Wisniewski, Jr. Ford of Lansdale
John Edmonds..... Ford of Lansdale
James Gambone..... Ford of Lansdale
Jonathan Gebler..... Ford of Lansdale
Joseph Grimm..... Ford of Lansdale
Dale McConnell..... Ford of Lansdale
Barry Scholl, Jr. Ford of Lansdale
Bryan Zuck..... Ford of Lansdale
Robert Reddick..... Ford of Lansdale
Gina Boccella..... Ford of Lansdale
David Lessor..... Ford of Lansdale
Brandon Sookraj..... Ford of Lansdale
Jermain Godshall..... Chevrolet
Paul Brooke..... Colmar Truck Parts
Devon Hathaway..... Souderton Collision Center
Trevor Bennington..... Buick GMC
Glen Shelly..... Perkasie Retreading
David Bingham..... Ford of Lansdale
Curtis Jodry..... Colmar Parts Warehouse
Zachary Nielson..... Lincoln
Ariana Freed..... Fuel Center
Elliot Leichy..... Souderton Leasing
Barry Scholl, Sr. Ford of Lansdale
Gerald Auckland..... Ford of Lansdale
Evan Sague..... Souderton Truck Center
Micah Krabill..... Commerical Tire-RBL
Matthew Murphy..... Souderton Truck Center
Seth Niles..... Chrysler Jeep Dodge Ram
David Jones..... Ford of Ambler
Miriam Bednarczyk..... Buick GMC
Susanna Frustino..... Buick GMC
Ryan Mease..... Bergey's Inc/Corporate
Dorothy Morabito..... Colmar Parts Warehouse
Steven Tyson..... Chevrolet
Allen Shaffer..... Harrisonburg Tire Service
Christopher Unger..... Ford of Lansdale
Zackary Wright..... Fuel Center
Colin Smith..... Chevrolet
David Buckwalter, Jr. Ford of Lansdale
Maurice Curtis..... Hatfield Commercial Tire

T. Kent Foster Colmar Parts Warehouse
 Andrew Koffel Chevrolet
 Donald Loncosky, Jr. Trenton Truck Center
 Theresa Maggio Souderton Truck Center
 Joseph Grippo Ford of Ambler
 Dillon Valentine Lincoln
 Jeremiah Perez Vineland Truck Center
 Frank Hinett Perkasio Retreading
 Michael Costello Kennett Square Truck Center
 Courtney Kern Lincoln
 Kristopher Levy Trenton Truck Center
 Emlien R. Guarna Lincoln
 David Newman Doylestown Tire & Auto Service
 Charles Barbour Perkasio Retreading
 Joshua Detwiler Buick GMC
 Matthew Maginnis Souderton Leasing
 Kirsten Beck Chevrolet
 Stephen Young Chevrolet
 Henry Ferrer Pennsauken Truck Center
 Daniel Lippincott Trenton Truck Center
 Edwin R. Ramos Thorofare Commercial Tire
 Michael Bixler Colmar Parts Warehouse
 Robert Reddick, Jr. Ford of Lansdale
 Brandon Chabala Chevrolet
 Michael Rutledge, Jr. Ford of Ambler

TRANSFERS

Curtis Kratz Ford of Ambler to Chrysler Jeep
 Dodge Ram
 Karen Landis Perkasio Retreading to Chrysler Jeep
 Dodge Ram
 Archie Toe Thorofare Commercial Tire to
 Hatfield Commercial Tire
 Kevin Brown Buick GMC to Lincoln
 Victor Weigand Chrysler Jeep Dodge Ram to Lincoln
 Steve Morocho Lincoln to Buick GMC
 Miranda Moffatt Lincoln to Ford of Lansdale
 Jerry Auckland Fuel Center to Ford of Lansdale
 Ryan Mann Lincoln to Ford of Ambler
 Kurt Wagner Souderton Truck Center to Telford
 Truck Parts
 Devon Hathaway Lincoln to Souderton
 Collision Center
 Karen Force Lincoln to Ford of Lansdale
 Jillian Leatherman Fuel Center to Ford of Lansdale

MARRIAGES

10/10/15 Robert Vincent Moyer (Vineland Truck
 Center) married Sharie Lynn Moyer.

10/7/16 Robert "Mike" O'Neill (Trenton Truck
 Center) married Lauren Ciniglia.
 11/5/16 Mark Brown (Souderton Truck Center)
 married Lorrie Brown (Pennsauken
 Truck Center).
 11/23/16 Chuck Ancelo (Trenton Truck Center)
 married Patricia Fasick (Trenton
 Truck Center).



NEW ARRIVALS

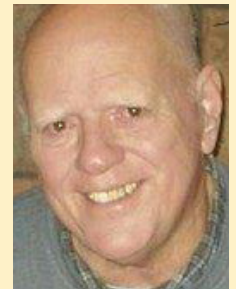
6/16/16 Fred Krikory (Colmar Heavy Duty Truck
 Parts) and his spouse Cara had a baby girl,
 Evelyn Joy. She weighed 7 lbs. 13 oz. and was
 20" long.
 7/2/16 Kelsy Weaver (Corporate Advertising) and
 Nathan Weaver (Buick/GMC) had a baby
 girl, Alanna Christine. She weighed 7 lbs. 5.9
 oz. and was 18.5" long.
 7/14/16 Jason Ditullio (Souderton Truck Center) and
 his spouse Trisha had a baby boy, Grayson
 Ryan. He weighed 9.5 lbs. and was 21" long.
 8/11/16 Tyler Bergey (Lincoln) and his spouse Sara
 had a baby boy, Oliver Declan. He weighed
 6.1 lbs. and was 20.5" long.
 10/27/16 Angelo Burrvano (Chevrolet) and his spouse
 Kallie had a baby boy, Angelo Joseph. He
 weighed 7 lbs. 2 oz. and was 18.25" long.
 10/30/16 Adam Bolorin (Pennsauken Truck Center)
 and his spouse Andrea had a baby girl, Alana
 Juliette. She weighed 8 lbs. 1 oz. and was
 21" long.
 10/31/16 Ryan Macatee (Conshohocken Truck
 Center) and Breanna Hofnagle had a baby
 girl, Madailein Catherine. She weighed 6 lbs.
 12 oz. and was 19" long.

IN MEMORIAM

John Lyons joined Bergey's in 2012. He
 was employed at Vineland Truck Center.



Bruce Hensler
 joined Bergey's in
 2005. He was
 employed at the
 Heavy Duty Trucks
 Parts Warehouse.



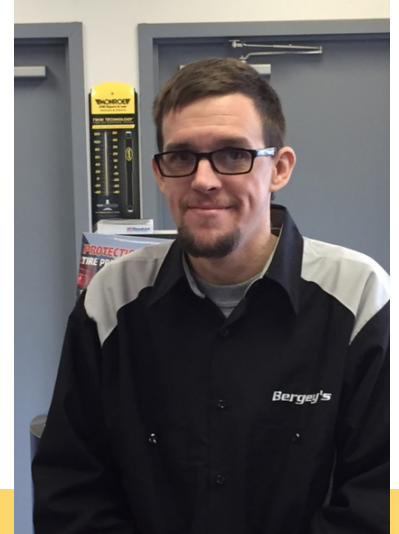
We mourn the passign of John and
 Bruce, they will be greatly missed.

NEW POSITION AND AN OLD FRIEND

Starting in January 2017, Don Von Rohr will embark on a new position. Don will work closely with the retail tire store managers in a business development role. Many of us have seen Don out and about in different Bergey's locations, mingling and helping many employees with their tire and auto needs. As a store manager for several years, Don has shown a great talent in the area of building relationships with fleet accounts, local businesses and everyday retail customers. This is an exciting new challenge for Don and the retail tire stores.

Welcome back to our old friend Jeff Henry! Jeff will take over the store manager position at the Lansdale tire store in January 2017. Some of you may remember Jeff from his first tour of duty with Bergey's. Jeff brings a wealth of tire and mechanical experience, along with exemplary customer service skills to Bergey's. We are all very excited to have Jeff back!

The best and luck and much success to both Don and Jeff in their new positions.



SOUND FINANCES HELP WITH FINANCIAL STRESS

We know our minds and bodies are connected, but did you realize our bank accounts are linked to them as well? Financial stress can have a significant impact on your physical health, your thoughts, and your relationships with other people.

PHYSICAL AND EMOTIONAL IMPACTS

Financial stress affects our bodies the same as any other stress. When we experience stress, our bodies go into a "fight or flight" mode. This increases our heart rate and expends additional energy. Financial stress on our bodies increases our risk for heart attack, diabetes, and stomach problems. Strains on our bank accounts can even lead to symptoms of anxiety and depression.

BARRIERS TO FINANCIAL WISDOM

The largest obstacle between financial wisdom and lowering our stress is our attitude. In our quest to make the right decisions, we can become afraid of making the wrong ones. In turn, we make no decisions at all.

Trying something new, and even possibly failing is better than never making a move at all and continuing our bad financial habits.

TIPS TO ALLEVIATE FINANCIAL STRESS

The following tips will help you understand why you make the financial decisions you do and give you the knowledge to alleviate the stress and strain on your wallet:

- Know your weakness - Avoid places, people, or situations that will tempt you to spend money you don't have. Practice saying "no" to people who pressure you to spend too much money.
- Take small steps - We can all make big changes to how we save and spend, but it's the little, daily steps that give us a sense of control.
- Communicate - Talking with your spouse or partner is critical to achieving your fiscal goals. When you are on the same page with the one you love, the rest comes more easily.
- Seek help - A qualified finance professional, or finance coach can provide a healthy objective perspective on what's needed to achieve financial peace.



CUSTOMER LETTERS

To: Bergey's Lincoln

Dear Kevin,

Please accept this informal thank you. It comes from the heart.

I recently bought a 2014 Lincoln MKS from your Dealership. Al Leonhardt took my original call. I was very impressed with him, even on the phone, to the point where I made the 2 hour – rush hour trip up to see him and the car. He was honest with me about everything, something I appreciated.

I had my daughter, son-in-law, baby and company from England with me! We were all impressed with the warmth, friendliness of all the employees and the Bible on the table.

I left a deposit and came back on 29 June to buy the car.

Al was totally amazing. He answered many, many questions, looked things up and did everything he could to help me. He followed thru on everything he said. I've never dealt with a dealership and sales man who goes above and beyond for the customer even after you get the check.

The Gospel of John in the glove compartment was another 1st. It's really great to deal with Christian people. Thank you Kevin, for everything. We say in the military "a soldier is only as good as his Commanding Officer" so you see this is a compliment to you also.

A big thank you to Al Leonhardt. He should be Salesman of the Year.

Gratefully,
Nancy



To: Bergey's Chrysler Jeep Dodge Ram

Michael,

I wanted to take the time to thank you for your help. I had the truck towed to Norristown Dodge, got the injector line. The dealer was kind enough to let me work on the truck there and we were on our way to the beach and had a great time! I thank God for the care that you all displayed.

Please pass this on to others.

When I'm ready for a new Dodge diesel you know where I'll go.

Gratefully,
Dan





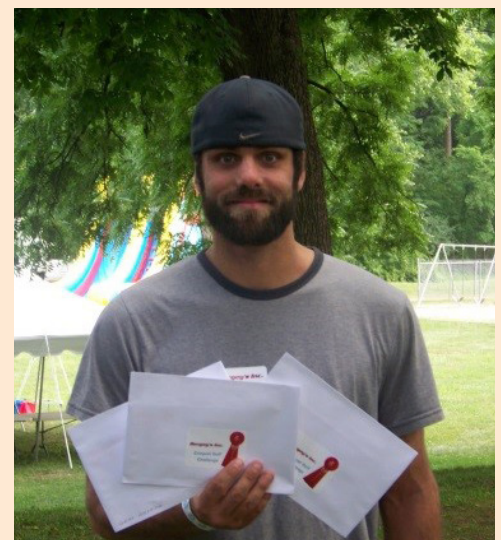
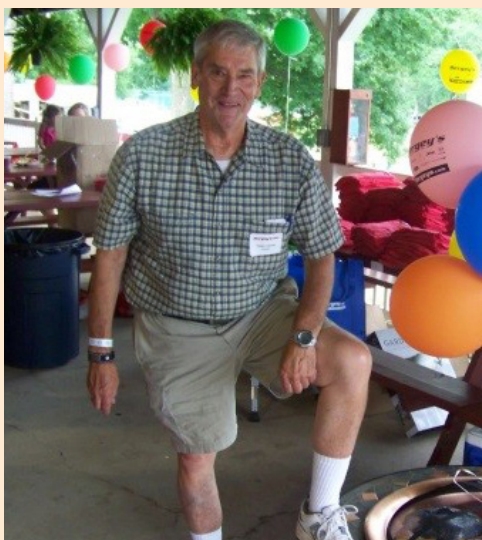
BERGEY'S ANNUAL PICNIC

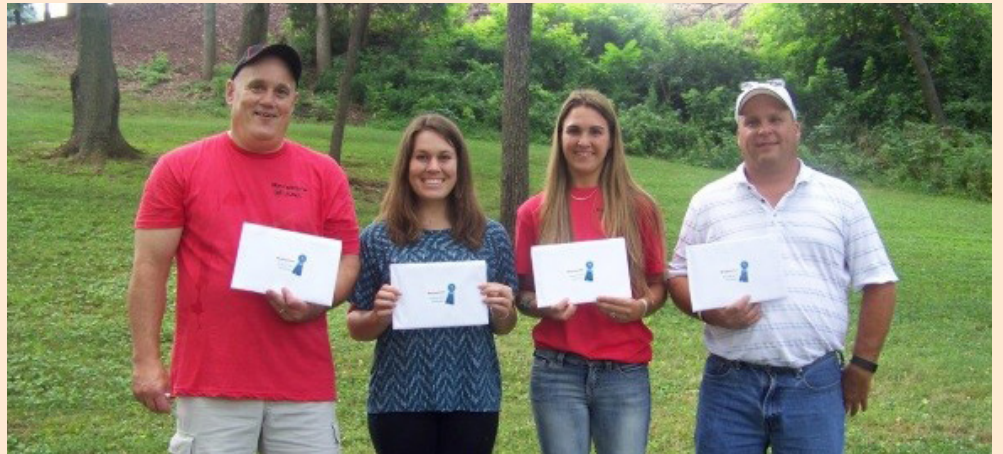
The Bergey's Annual Picnic was held on Saturday, July 9, 2016 at Beulah Land Swim Club in Pottstown. 583 guests attended the picnic. The picnic featured arts and crafts, a rock wall, a giant water slide, a bounce house, a face painter, a candy scramble, as well as pony rides. Wegman's again provided outstanding food and service. Henry's traditional golf tournament was held.

The low score golf was Kevin Bergey, who won \$25.00. The winning golf team included Barry Halteman, Jessica Halteman, Kaitlyn Bergey, and Kevin Bergey.

Special door prizes were awarded including a Kindle Fire, DeWalt Air Compressor, CAT Portable Jump Starter, Razor scooter, Pandora bracelet, pressure washer, a \$100 Amazon gift card, and various \$50 gift cards. The grand prize, a mosaic fire pit, was won by Frank Dalske (Lincoln). Congratulations to all of the prize winners!

Special thanks to the picnic committee, which included Debra Baker, Kim Godshall, Elizabeth Mascellino and Jessica Reyes. We would also like to thank Barry Halteman and Jim Godshall for their significant assistance.





MILLER-KEYSTONE BLOOD DRIVE

Miller-Keystone Blood Center conducted a blood drive at Bergey's in Souderton on Tuesday, October 4th.

Thank you to all who came out and donated!

Important reasons to donate:

- A single car accident or worse, a multi vehicle accident can pull 100-200 units of blood from inventory in a very short amount of time.
- Cancer patients use more blood than any other disease group (40% of Miller-Keystone's inventory is used by cancer patients...that's about 200 units daily).
- Premature babies (which fit in the palm of your hand) is the age group that uses the most blood, 50 premature babies are born every day in PA.
- Blood on the shelves saves lives (it takes 2 days to test every unit, so we can't wait for disasters to collect blood).
- Grand View and Walter Reed Military Hospital are some of the locations receiving local blood donations.

You do not need to wait for a blood drive to come to your location, you can contact Miller-Keystone Blood Center at GIVEaPINT.org or by calling 1-800-B-A-DONOR at any time to set up an appointment.



INDIAN VALLEY EXPO

Bergey's Dealerships had a booth set up at the Indian Valley Chamber of Commerce Business Expo on Tuesday, October 4, 2016. Local businesses filled the main room of the Country Club in Telford. The theme for this year's expo was "Business: Out of This World." The booth was filled with tote bags, ice scrapers and Ford mugs to distribute. Several new vehicles were on display outside the building.

A special thanks to Bob Yothers Jr., Kelsy Weaver and Lyndsay Burkart who helped at the event.





CUSTOMER FIRST AWARD FOR EXCELLENCE

Bergey's Chrysler Jeep Dodge Ram has achieved the highest level of Customer Experience Recognition in their people, facility, processes, customer metrics and training. All of Bergey's Chrysler Jeep Dodge Ram's dedicated employees, teamwork and top-notch customer service made this possible. Earning this award is a reflection of the entire staff's commitment to delivering an exceptional customer experience.



L to R: Mike Levering, Ben Yothers, Dom Demarzo (Area Sales Manager), Bob Yothers, I. Brett Tunic (Senior Manager Dealer Network Development), Rick Alderfer

COACH APPROACH

CREATING YOUR PERSONAL IDENTITY

Who do you most admire? Do you regularly achieve what you want? Have you thought about the legacy you'll leave? If these sound like mature, adult questions, it might surprise you to know you began forming these answers in childhood.

DEVELOPING YOUR PERSONAL IDENTITY

If you're unsatisfied with how you view yourself and the world around you, you can work toward shaping a clear personal identity that can lead you to your desired vision of life. If your identity is shaped by external circumstances - like wealth, attractiveness, or a

relationship status - your perceived value can flip in an instant. A better and more stable choice is to base your personal identity on values and principles that you can actively control. Here are a few steps to help you discover and develop your personal identity:

- Choose - Pick five values you desire to emulate in your life.
- Identify - Determine what each value means to you.
- Determine - Consider how your choices contribute to our minimize that value. Learn from your past to help direct your future.
- Practice - Incorporate your new values into daily actions.
- Repeat - Work your plan and review as needed.

STAYING FIT

BREAKING BAD HABITS NOW

Habits form when we repeat an action and often they are very helpful to us. We form bad habits because they have short-term benefits, and we ignore the long-term consequences for this momentary payoff. The more enjoyable the instant gratification, the harder the bad habit is to break.

When behaviors are enjoyable, even if they're unhealthy, they can release a chemical in the brain called dopamine. The habit becomes even stronger, and we continue doing it regardless of how we feel afterward (i.e. overeating, obsessively checking social media, etc.)

STRATEGIES TO BREAK BAD HABITS

Along the path to better habits, we must start by making a choice. Here are several strategies to break bad habits:

1. GETTING STARTED

- Identify purpose - Perhaps the most helpful strategy is to understand what purpose the bad habit serves. If you weren't getting something from it, you wouldn't keep doing it.
- Identify progression - What actions typically lead up to your habit? Disrupting the progression of events that trigger your bad habit sets you up for greater success.
- Identify motivation - How would you assess your commitment to change? Feeling a deep connection to your "why" helps make difficult choices worth it.
- Identify influence - Try to avoid individuals who are linked to dangerous habits like excessive drinking or drug use.

2. MOVING TOWARD GOOD HABITS

- Plan ahead - Don't trust your strength in the moment. Making a plan ahead of time for dealing with temptation prepares your mind to resist the urge.
- Change environments - Be mindful of situations and temptations where it might be easy to

continue in your behavior. This will help to eliminate the potential for a slip-up.

- Practice mindfulness - Pay attention to your mind and body. Be mindful of the emotions you're experiencing and what's going on in your body.
- Replace with good- Trade out your bad habits for good ones. For example, swap out the time you once spent overeating and use it to exercise.

3. POSSIBLE SETBACKS ALONG THE WAY

- Not alone - You don't have to do this alone. Find someone wanting to quit one of his or her bad habits and team up.
- Forgive - If you slip up, don't beat yourself up. Change takes time. Some days you might take a step back before you keep moving forward. Forgive yourself and keep trying.



HD TRUCK PARTS WAREHOUSE HAS MOVED

The Colmar HD parts warehouse is now relocated to Telford PA! Over 40 employees helped and worked non-stop to get the inventory pulled, packed, loaded and transported to Telford. At Telford, the inventory was staged and then put back into the original location or assigned an updated location.

We would like to thank all the employees who worked on this project. Every person gave 110% to make the move happen. The effort they put forth was fantastic and literally non-stop.



Moving out of Colmar.



New location in Telford.



Moving into Telford.



Moving into Telford.

HOLE IN ONE

Mark Rohrbach got a Hole in One at the Spruce Lake Benefit Golf Tournament and won a brand new Jeep Grand Cherokee.

Congratulations and enjoy your new Jeep!



DRIVING AWAY THE COLD

Did you know that one in six children in the Philadelphia area lives in poverty? Did you know that the federal definition of poverty is a family of four living on an annual income below \$24,250? In Pennsylvania, 510,000 children live in poverty, without the daily essentials most of us rely on, including a warm winter coat.

Bergey's auto dealerships are driving away the cold and helping kids stay warm this fall and winter by donating over 450 new coats to local kids in need. Each of our dealerships have partnered with the Auto Dealers CARing for Kids Foundation to provide over 265,252 local children with the gift of a new winter coat since 2008.

Driving Away the Cold was designed to ensure that financial classifications do not define the lives of these children. It's a unique program with the simple mission of giving new coats to underprivileged children who would otherwise not have them. The gift of a new coat warms the body and soul of a child in need. It can supercharge the recipient's self-esteem and helps him or her to arrive to school warm, ready to learn and to receive two hot meals. It reminds that child that he or she is important.



DRIVING AWAY THE COLD

Auto Dealers CARing for Kids Foundation

THINKING WELL

BECOMING AN EFFECTIVE TEAM MEMBER

All eyes seem to be looking for a strong leader. From the ballot box to the boardroom, we value and praise trustworthy leaders. While leadership skills are critical, they are of little use without followers. Yes, the idea of being a follower is often frowned upon. But think about it: If everyone is a leader, nothing gets done. Talk about a waste of time, energy, and money. Learning to be an effective follower is an invaluable skill that can help you in both your work and personal life.

'FOLLOWERSHIP SKILLS'

So what does it take to be an effective follower? For starters, humility and the ability to be led. Critical thinking skills and active participation are also big components. Other habits effective followers practice are: adaptability, honesty, loyalty, and integrity. Effective followers identify with the goals of the leader and collaborate accordingly.

BENEFITS OF FOLLOWING

We all spend the majority of our time in groups. Our work, family, friends, and neighborhoods represent some group settings. While we may possess leadership skills, there are countless benefits to developing our

"followership skills" as well.

- Complementarity - Becoming a good follower is learning how to be an effective team member. In a group setting everyone has something valuable to bring to the table. Strengths and weaknesses balance out as each individual offers their unique skill set.
- Community - Learning best occurs in shared environments. What better way to bond than through laughter or voicing frustrations with your fellow sojourners.
- Increased Opportunities - Curious how others think or work? Humble followers can respect the differences of their fellow group members and learn from them.
- Stronger Together - Working with others creates an environment of accountability and support. This power can motivate individuals to perform at a greater level of success than if alone. Satisfaction rates also increase dramatically with the encouragement of others.

Even if you're a strong leader, becoming an effective follower will only improve your leadership skills. Understanding group dynamics, while valuing everyone's role, will equip you to lead with success. And that's a win for the whole team!