



# THE 2022 TECH COMP

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**VOL 2: 2022**

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# FROM THE EXECUTIVE DIRECTOR

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## ADAGP Members and Friends,

I'm doing something different for my letter in this issue. I'd like to share something I wrote as an Op-Ed this past March which reflects what we know about the show--it is an icon and part of Philadelphia.

Thank you, Philly.

We all know our city has had its share of recent challenges. Those challenges can be unfairly defining; however, allow me to offer you a different perspective of something "that just happened in Philadelphia."

The 2022 Philadelphia Auto Show is now in the books. After a cancelled 2021 event, the fact that we were able to conduct the show is a testament to so many. It's a testament to the management and staff of the Pennsylvania Convention Center who without their flexibility on dates and words of encouragement to persevere, the show would have never occurred; to Mayor Kenney and City Staff who gave us guidance on multiple issues along the way; to our friends at SEPTA who showed its support by adding trains and modifying its schedule during our tenure downtown; to the Labor Unions who jumped right in where we left off in '20 and shared the same level of excitement that we were back; to the Aramark Management Team and everyone in between who high-fived us each and every day with their grateful eyes and wide smiles; to our media partners who gladly covered the story of the show's return; to the manufacturers and our dealers who stepped up during such an unprecedented time; and most importantly, to the people of Philadelphia who came in droves for nine days straight. The buzz was there, and the energy was contagious. We needed it. Philadelphia needed it.

The tagline for this year's show was "Refueled and Recharged" but that wasn't the underscore for just our event. It really was for the City too. The Center City area hadn't seen this type of influx of people since, well, the last time the Auto Show was there in February of '20. Imagine how the vendors at Reading Terminal Market felt when they got to dust off their stanchions because their lines were long again, or the bellhops at nearby hotels who said "It's good to see you" every time they had new guests checking in. The list goes on and on. My point to all of this is this – when we decided to push forward and come out of our pandemic-induced year off, we didn't know what to expect or how we (or Philadelphia) would do.

As a staff (who are all local), we knew our 2022 event had to be successful in the ways that it normally is. However, this year we walked away with something even more powerful—Philly not only got behind us, it got behind itself. We were just the ones who provided the fuel and charge to do so. So Philadelphia, thanks again for showing who you really are. We missed you.



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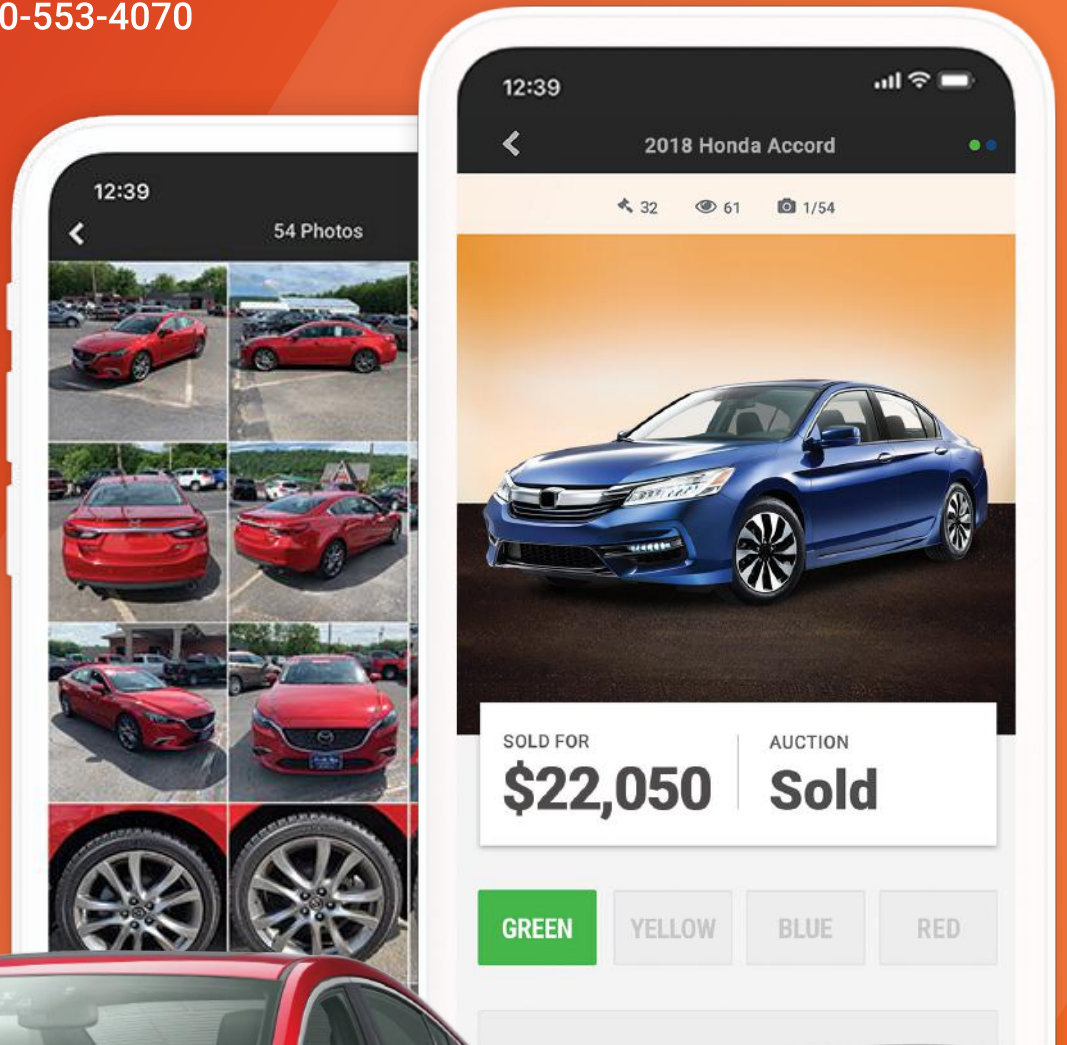
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# FROM THE AUTO SHOW CHAIRWOMAN

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## Fellow Dealers and Friends,

I hope you are all well.

I write to you today not as much as your ADAGP President but as your 2022 Auto Show Chair.


I've had the privilege of being behind the scenes of this event for a few years now. I can honestly say, year after year, I am impressed with how it all comes together. This year was a bit more challenging than my last go around, however, it exceeded all our expectations and was another fantastic event for the City of Philadelphia.

As I pass the torch to your incoming Auto Show Chair, Jason Friedman, I have one piece of advice for my fellow dealers. Always remember that consumers are actually paying to come look at the product we sell via this event. Think about that and let it soak in. That's how much people love the Auto Show and use it as an opportunity to do research regarding their next vehicle purchase.

I'd be remised if I didn't callout the extensive and amazing work done by your Auto Show Staff to bring the e-Track to life. It was a much-needed and fantastic addition to the display floor. I am personally very excited to watch it grow in the years to come.

In closing, I wish Jason the best of luck as he leads the Auto Show team for 2023 and 2024. Word on the street is that the Black Tie Tailgate will be making its return so you'll know where to find me in '23. Until then, have a great summer.

Maria Pacifico





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2022

**REFUELED | RECHARGED**

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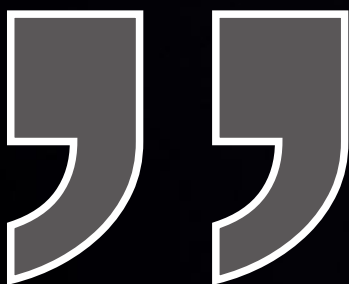
# THE 2022 PHILADELPHIA AUTO SHOW.

Our most challenging, yet rewarding, one to date. After our one-year COVID-induced hiatus, we couldn't wait to open our doors back up. Our team was ready. Our participating manufacturers and dealers were ready. And Philadelphia, was most definitely ready.



**IT'S CLEAR THAT THIS IS THE NEXT PHASE OF ENGAGEMENT THAT EVERYONE IS LOOKING FOR WHEN IT COMES TO AUTO SHOWS.**

*Mike Gempp, Director, Philadelphia Auto Show*



Energized with the mantra of “Refueled and Recharged,” the 2022 Philadelphia Auto Show was the first public event of its size and scope to return to the PA Convention Center. Make that return to downtown Philadelphia. With the indoor mask mandate being lifted only three days before the show opened to the public, it was anybody’s guess what attendance would be at this year’s event. Our hunch was telling us that people were yearning for the return of the show just as much as the local business community was. We were ecstatically right.

As we opened those iconic doors at 12th and Arch Sts., the crowds were there just like we thought they’d be. Thus, reminding us how important this event truly is to the people and places of Philadelphia. A reimaged floorplan with an all-new, multi-brand electric vehicle test track taking center stage is what guests would come to experience. How many exactly? A whopping 138,000. When is the last time any venue had nearly 140,000 people indoors? None since pre-COVID. It was time to Refuel and Recharge Philadelphia and it was a badge of honor for us to be the ones to do it.

We’re proud to report that attendees gave the show

STORY CONTINUED ON PAGE 10





an overall ranking of 3.39 out of 5 according to survey results. Feedback from our participating manufacturers was also nothing but solid. Further, the overwhelming positive response to our e-Track was the real homerun of the event (more than 15,000 consumers went through the track)! With such a heavy focus on electric vehicles moving forward, as auto show producers, we know how important the e-Track was to this year's event as well as many auto shows to come.

"We received a ton of compliments regarding our '22 e-Track from industry players and consumers alike. So, naturally, we've already started brainstorming ways to expand it and include more manufacturers," said Mike Gempp, director of the Philadelphia Auto Show. "It's clear that this is the next phase of engagement that everyone is looking for when it comes to auto shows."

Additional survey results showed just how powerful interactive

experiences like Camp Jeep and the e-Track can be. When consumers were asked what their favorite vehicle was at the auto show, four of the top five answers were vehicles participating in one of our ride-along opportunities. In addition, both e-Track participants, as well as non e-Track participants, were asked how likely they are to buy an electric vehicle in the next five years. As you can see on the included pie chart, the percentages were certainly higher for those who participated in the e-Track. In fact, 88% of e-Track participants said their ride and drive experience will impact their next vehicle purchase.

With all of that being said, keep an eye out from more information this summer from your auto show team. We anticipate a lot of excitement around the expanded e-Track and we can't wait to take it to the next level. For immediate questions or if you have thoughts to share, feel free to contact Mike Gempp at [mike@phillyautoshow.com](mailto:mike@phillyautoshow.com) or 610.279.5229. ■

## ATTENDEES' FAVORITE VEHICLES

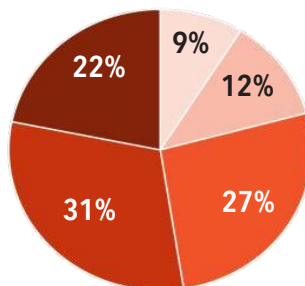
- 1) FORD F-150 LIGHTNING
- 2) KIA EV6
- 3) JEEP GRAND WAGONEER
- 4) FORD MUSTANG MACH-E
- 5) JEEP WRANGLER

3 OF THE TOP 5 VEHICLES WERE FEATURED ON THE e-TRACK!

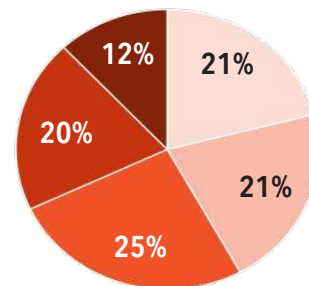
## PURCHASE INTENT

In the next 5 years, how likely are you to buy an EV?

■ EXTREMELY ■ VERY ■ MODERATELY ■ SLIGHTLY ■ NOT AT ALL



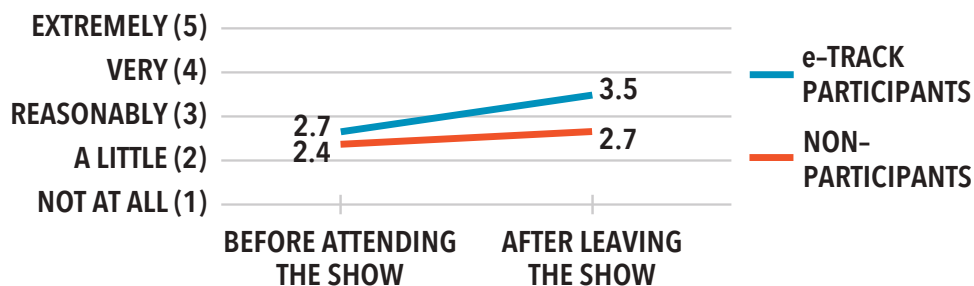
e-TRACK PARTICIPANTS



NON-PARTICIPANTS

## ATTENDEE EDUCATION

How knowledgeable were/are you about driving, charging and maintaining an EV?



**88%** of e-Track participants (and 66% of all ride & drive participants) said their ride & drive experience will impact their next vehicle purchase.



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**Chris Broomhead**

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A man in golf attire is captured in a low-angle shot on a golf course. He is wearing a dark vest over a striped polo shirt, light-colored shorts, and white golf shoes. He is holding a golf club and is in the process of hitting a golf ball. The background shows a clear blue sky and a line of trees.

# THE TOURNAMENT 05.02.22

A huge thank you to everyone who participated in our 107th Annual Golf Outing, a.k.a. The Tournament, which took place this past May.

To our dealers, the one round of golf that you played that day raised enough money to provide another 4,000 brand-new winter coats to area kids in need. Think about that. That's pretty amazing.

To our sponsors, we simply couldn't pull off such a successful event without you. We appreciate your unwavering support of our New Coat Program and the acknowledgment of how important this cause is to our dealers. To think that we have collectively distributed more than 516,000 new coats to date is awe-inspiring.

With that said, clearly our 107th Annual Golf Outing was a resounding success in terms of fundraising. Equally important, was the energy that day. We received so many comments from our dealers and sponsors to associate members and everyone in between about how wonderful the day was-and that was because of all of you so again, we say thanks for joining us. ■





Special congrats go to David Kelleher of David Auto Group for capturing the President's Cup and Don Franks of J.L. Freed Honda for taking home the Foundation Cup. Well done.



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**THIS IS LIFE-CHANGING...I DIDN'T REALLY HAVE ANY PLANS TO GO TO A HIGHER EDUCATION INSTITUTION AFTER HIGH SCHOOL**

**Kadin Frey, Berks Career and Technology Center East**



# '22 TECH COMP

The Auto Dealers CARing for Kids Foundation held its 29th Annual Greater Philadelphia Auto Technology Competition (Tech Comp) on Friday, March 25. At the event, 22 high school seniors put their automotive skills to the test in a hands-on technician skills challenge and competed for more than \$1 million in scholarships, tools and prizes. First place honors went to Benjamin Johnson and Kadin Frey, who were led by their Instructor Keith Nichols, of Berks Career and Technology Center East. Turnpike Chevrolet sponsored this winning duo that earned more than \$280,000 in scholarships and prizes. The team was sponsored by Turnpike Chevrolet.

During the timed, hands-on automotive technical skills competition, students tested their knowledge at 10 workstations and performed a Multi-Point Inspection of a new vehicle. The competing teams were all local and from the following area schools: Berks Career and Technology Center – East, Berks Career and Technology Center – West, Bucks County Technical High School, Burlington County

Institute of Technology, Central Montco Technical High School, Chester County Technical College High School, Delaware County Technical High School, Gloucester County Institute of Technology, Middle Bucks Institute of Technology, North Montco Technical Career Center and Western Montgomery Career and Technology Center.

As mentioned, Berks Career and Technology Center East took first place at the event and walked away with more than \$280,000 in combined prizes. Instead of us describing how impactful this event is to every high school senior that wins the opportunity to participate, we'll share a quote from one of our first-place winners, Kadin.

“This is life-changing...I didn't really have any plans to go to a higher education institution after high school. I had thought about it, looked around a little bit but figured I'll just go out into the workforce and get my training there but this completely changes that.”

STORY CONTINUED ON PAGE 16





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STORY CONTINUED FROM PAGE 14

Need we say more?

Second place honors went to Scott Chester and Kurt Schoenmier of Middle Bucks Institute of Technology. The team, which was sponsored by Keystone Volvo Cars and led by Instructor Robert Schwarz, collected more than \$186,000 in prizes. Robert Calhoun and Joshua Davidson of Berks Career and Technology Center West collected more than \$96,000 in earnings as the third-place winners. Sponsored by Piazza Honda of Reading, they were under the direction of Instructor Joe Gonzalez.



We all know today's auto technicians must have highly-polished math and computer skills in addition to mechanical aptitude. This competition focuses on all those skill sets. The first part of the regional competition involved a 100-question written exam in December. The exam covered the eight National Institute of Automotive Service Excellence (ASE) areas of the automobile, which are Engine Repair, Engine Performance, Electrical/Electronic Systems, Brakes, Heating and Air Conditioning, Suspension and Steering, Manual Drive Train and Axles and Automatic Transmissions. There were approximately 60 students who took the written exam. The two highest scoring students from the top 11 schools are those who qualified for the March 25th hands-on competition.

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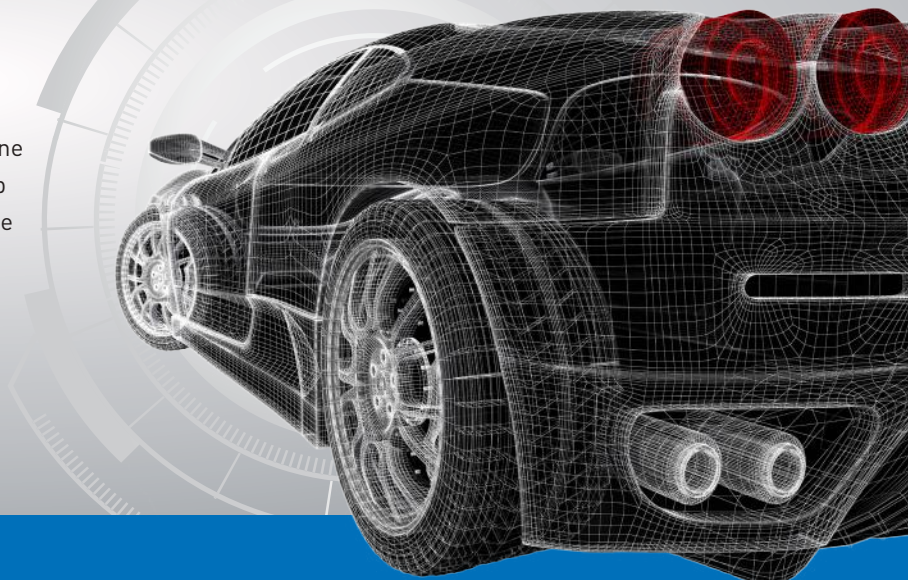


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# FROM NADA

## NADA Announces Dealership Electric Vehicle Education Program with the Center for Sustainable Energy and Plug In America

This Spring, NADA announced a new program, in collaboration with the Center for Sustainable Energy and Plug In America, to greatly enhance electric vehicle (EV) education at franchised dealerships nationwide. The dealership EV training program developed through this partnership is supported by the Alliance for Automotive Innovation, which will engage all vehicle manufacturers to further dealership participation across the U.S.

While automakers continue to bring more EVs to market, providing future EV buyers with the information and expertise to get them comfortable and confident with their first EV purchase is far more crucial to mass-market adoption and fleet turnover than just product alone. Franchised new-car and -truck dealerships are the key as consumers depend upon dealership sales and support staff to educate them on the current and forthcoming EV models, charging options, EV infrastructure, service requirements and the additional facets related to EV ownership.

“By bringing these two EV-focused powerhouse organizations together with NADA, we will efficiently educate dealers and help accelerate the mass market adoption of electric vehicles in the U.S.,” said NADA president and CEO Mike Stanton. “The dealership training program leverages the strengths of each organization and will ensure dealers are more than prepared to sell and service the EV future.”

The online, interactive program will be designed to complement OEM model-specific training and will serve as a brand-agnostic review of essential content that dealership sales staff need to be able to communicate with customers to efficiently close EV sales. The program will offer quick, easily digestible talking points that allow sales staff to confidently encourage potential EV buyers, and will include short modules to appeal to different learning styles.

“The electric vehicle market is moving beyond early adopters to consumers who have lots of questions about what it’s like to own an EV,” said CSE president Lawrence Goldenhersh. “Auto dealer sales staff sit at the nexus in this market transition, and will be called upon to provide confidence-creating, point-of-sale education to millions of auto buyers considering the move to an EV. We are honored to be working with NADA to provide the training that will empower these sales teams to be a trusted resource to the auto buyers they serve.”

## THE TRANSITION TO ELECTRIC VEHICLES IS NOW INEVITABLE AND DEALERS PLAY AN IMPORTANT ROLE IN HELPING CONSUMERS AS THEY MAKE THE SWITCH

**Joel Levin, Executive Director of Plug In America**

“The transition to electric vehicles is now inevitable and dealers play an important role in helping consumers as they make the switch,” said Joel Levin, executive director of Plug In America. “We are excited to work with NADA and CSE to help dealers educate consumers about the many benefits of EVs, from cleaner air to convenience to the great driving experience.”

As a result of successfully completing the course, dealership sales staff will receive a program certification that documents their full understanding of and proficiency in various core competencies. Additionally, successful program participants will also receive Plug In America’s PlugStar certification.

Sales staff who earn a certification will be eligible to participate in the all-new Dealer Referral Network, a consumer resource for identifying dealerships with staff trained and certified in EV sales.

“The auto industry is undergoing a significant transformation, and preparing the workforce will be key as new electric vehicle technologies come to market,” said Alliance for Automotive Innovation president and CEO John Bozzella. “We look forward to working with our dealer partners on this program.” ■





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# FROM PAA

## PAA TOOL GRANT PROGRAM

PAA is awarding 100 Automotive Service Technicians a \$1,000 grant! This grant is intended specifically for Techs who are new full-time hires at your dealership and the first time the Tech has been hired at a franchised new car and truck dealership in Pennsylvania. Applications are available at [paa.org](http://paa.org).

### TOOL GRANT GUIDELINES AND CRITERIA:

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- One tool grant awarded per dealership rooftop, per calendar year.
- New Tech must be employed for 90 days before applying.
- Applicants are no longer eligible to apply if more than 1 year has passed since date of hire.
- Service manager must approve the Tech.
- Tech's choice of tool brand and Tech retains ownership of tools.
- Tool grants will be awarded as they are received.

### Questions?

Contact Kelly Fromuth at (717) 255-8311 x3342 or Melanie Stine x3327. Hats off to PAA for organizing such a great opportunity for new Techs!

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In Music City, a wide range of cultures and backgrounds are represented through its people, cuisine, businesses, entertainment, and more. Come see just how Nashville's warm and welcoming Southern hospitality is as unlimited as its vibrant music scene.

Take a walk down Honky Tonk Highway, located on Lower Broadway, and into one of the bars. Order a drink and dance around to live music all day, any day. And you never know who you'll see in these Lower Broadway clubs. Willie Nelson, Kris Kristofferson, Gretchen Wilson, Dierks Bentley and other stars began their careers on this amazing street. MEANING the person you see singing on the stage in Music City might be the next big thing.

All pricing and hotel information can be found on the registration form, which is available at [paa.org](http://paa.org). Additional questions should be directed to Becky Ross at [bross@paa.org](mailto:bross@paa.org). ■

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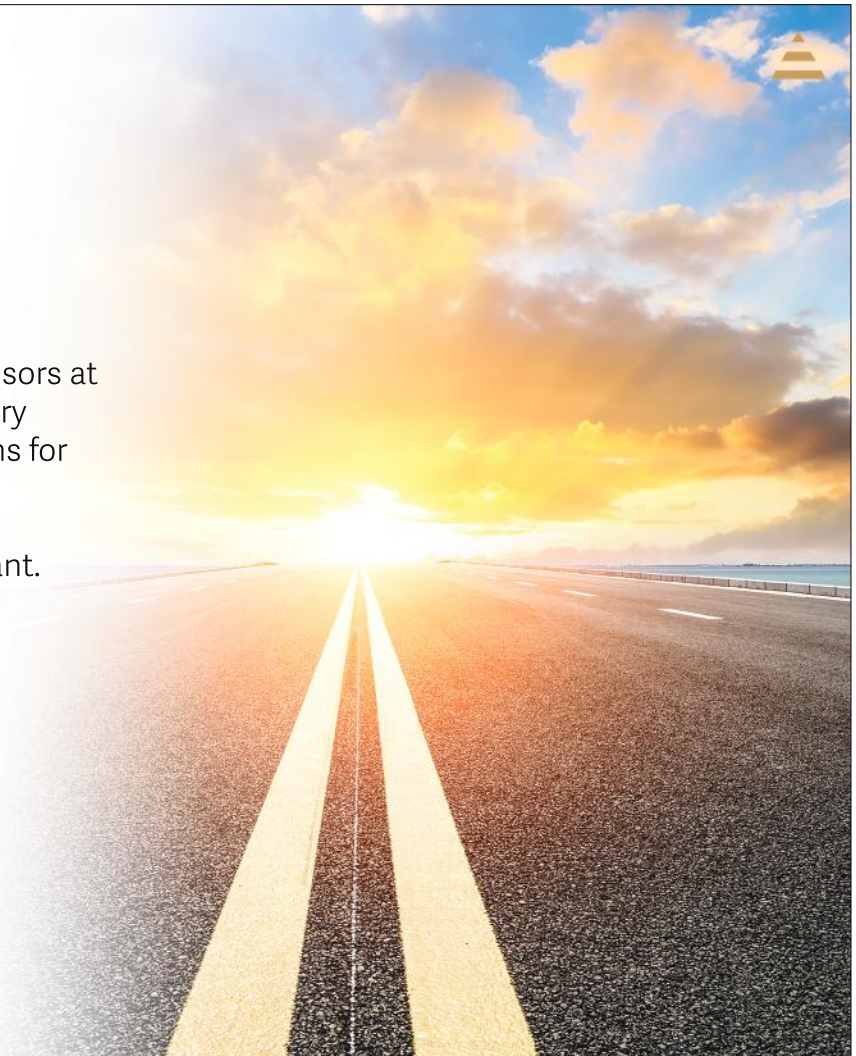
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# BLACK TIE TAILGATE RETURNS IN '23

The ADAGP Board of Directors and the Auto Dealers CARing for Kids Foundation are thrilled to announce the return of the Black Tie Tailgate to the Philadelphia Auto Show. So, mark your calendars for Friday, January 27, 2023 for what will be our 36th Black Tie Tailgate.

For 2023, we will again honor the amazing Department of Nursing and Clinical Care Services at Children's Hospital of Philadelphia. This incredible department was our beneficiary in 2018, 2019 and 2020 and we can't think of a better partner to welcome the Black Tie Tailgate back to the PA Convention Center.

"We are incredibly grateful for your partnership and support and are thrilled that you have selected Nursing again," said Monica Lotty, Executive Vice President and Chief Development Officer at CHOP. "Paula Agosto, her leaders and the entire Nursing Department love the Black Tie Tailgate."

Via the Black Tie Tailgate, the Auto Dealers CARing for Kids Foundation has raised more than \$1.7 million for the Department of Nursing specifically to date. Cumulatively, the Auto Dealers CARing for Kids Foundation's has given more than \$9.3 million to the Hospital since starting the Black Tie Tailgate in 1986. Other departments that have benefited from the event include the

Division of Neurology in 2016 and 2017 with more than \$1.1 million raised; the Division of Neonatology in 2014 and 2015 with more than \$900,000 raised; the Division of Gastroenterology, Hepatology and Nutrition in 2012 and 2013 with more than \$850,000 raised and the Center for Autism Research in 2011 with more than \$250,000 raised.

"I always say this is the biggest, baddest Black Tie Tailgate around," said Kevin Mazzucola, executive director of the Foundation and Association. "And, I mean it. There is no philanthropic event like it in Philadelphia. We can't wait to welcome it back, give people a great time and do some good in the process."

For a bit of summer fun, we're giving away two free Black Tie Tailgate tickets to the first non-board Dealer Member who reads this article and emails Kevin Mazzucola at [mazz@adagp.com](mailto:mazz@adagp.com). Just drop a line saying you saw this article and you can't wait for the 2023 Black Tie Tailgate to return. ■



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## Auto Dealers CARing for Kids Foundation — New Coat Program —

# YOUR POWERFUL IMPACT

*\*This new section of The Driving Force will highlight the incredible impact of your Foundation's New Coat Program on the people and places of the Greater Philadelphia region.*



One of our long-time and trusted New Coat Program distribution partners is Laurel House. They are a Montgomery County provider of crisis intervention, safe haven, supportive programs and resources for domestic violence victims. The story below was shared by Lucy, a Laurel House family advocate.

Just before Christmas 2021, Lucy was entrusted with the care of a domestic abuse survivor and her two young children. The three had to leave their home abruptly after a physical attack that involved the police. They did not have time to grab many personal belongings. Lucy gathered items that the mother and children would need for their time in the weeks/months ahead in a safe hotel, including new winter coats. When Lucy arrived to the hotel with the needed items, the kids were happily distracted by opening the bags of their individually wrapped new coats, taking off the tags and trying them on. After a big thank you hug from the children, Lucy noticed the mother's tears of relief as she watched her children show off their new coats.

Let's hope our new coats were a small part of a brighter and peaceful future for this family. We know that the gift of a new winter coat provides more than protection from the cold for the young recipients and their families. Where there are more coats, there are certainly more smiles. ■

**PHL 17 MORNING NEWS**

Nick Foley Monica Cryan Amanda VanAllen Jenna Meissner

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**Auto Dealers CARing  
for Kids Foundation**  
— New Coat Program —

## EXTENDING OUR GIVING

While amazing, it's hard to believe that the 2022 New Coat Program will mark our 15th year of spreading warmth and joy to families all throughout the Greater Philadelphia area. And, like any program that's been running for that long, changes, adaptations and improvements are necessary for continued growth and future success. With that said, we are proud to provide an update for this year's New Coat Program that will help us do even more good.

As you know, the New Coat Program is predominately funded by you, our dealer members in the five-county region of Philadelphia. Historically, only dealer-member stores have been able to participate in this one-of-kind effort. However, after a strategic planning discussion with your Auto Dealers CARing for Kids Foundation Board of Trustees, we've decided to allow ADAGP Members with stores located outside of our membership region to fund/purchase new coats and distribute them to a qualified nonprofit. They just have to have one active dealership member within our organization.

For example, the Ciocca Organization has always been a great supporter of the New Coat Program. In 2021, they purchased approximately 2,800 new coats to distribute to area kids on



**WE ARE THRILLED TO BE ABLE TO  
EXTEND THIS OFFERING TO OUR DEALER  
MEMBERS WHO HAVE OTHER STORES  
OUTSIDE OUR MEMBERSHIP REGION.**

*Mary Lynn Alvarino, Director Of Operations*



behalf of their stores in Bucks, Chester, Delaware, Montgomery and/or Philadelphia Counties. Now, with the new registration adaption, they have signed up to fund approximately 5,700 new coats to distribute through all their dealerships. How amazing is that?!

"We are thrilled to be able to extend this offering to our dealer members who have other stores outside our membership region," said Mary Lynn Alvarino, director of operations for the Foundation. "It's a great way to grow our program and do more good while still preserving the concept of it being led by our-own Auto Dealers CARing for Kids Foundation. It's a win-win for everyone."

For questions or to register for our 2022 New Coat Program, please contact Mary Lynn Alvarino at [mla@adagp.com](mailto:mla@adagp.com) or 610.279.5229. ■



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# WHO'S IN YOUR SERVICE DEPARTMENT?



From front left to right (by row) Brian Logan (2005) Jorge Sanchez Garcia (current Student) Craig Reichert (Service Manager) Yovani Castaneda Cordova (2016) Robert Killian (2006) Zachary Giersch (2021) Carlos Alba (2014) Donnell Wright (2021) Matt Costa (1996) Eric Groff (2014) Andrew Lawton (2019) Luis Huertero (2019) Michael Alvisi (2002) Fabian Juarez (2020) Not pictured Logan Vied

**ATC has been a tremendous resource providing qualified entry-level technicians for us to hire.**

**ATC students stand out from others because of their preparation for the “real world” and their commitment to learn and grow their future. We currently employ 14 ATC graduates and current students working as technicians at both our Nissan and Subaru dealerships.**

**Craig Reichert** - Service Manager: Concordville Nissan & Concordville Subaru

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# MORE TO KNOW

## Celebrating Techs

Due to the nature of this year's Philadelphia Auto Show, we couldn't host our annual in-person Tech Night where we traditionally raffle off several amazing prizes to the Techs onsite. However, we still wanted our Techs to feel the love. So, we developed a hybrid option this year (no pun intended).

Similar to previous years, we offered each of our dealers 50 complimentary Auto Show tickets for distribution to their respective Techs. In addition to the free admission, all Techs were invited to enter a drawing onsite at the show for a chance to win one of three Craftsman Tool Chests. The drawing was not live but winners were contacted after the show. For extra fun, we added a pizza lunch to the special delivery for each Tech and their colleagues as another way to say thanks for working so hard. As you'll see from the photos included, it was a very special afternoon for several of our area Techs. The best part – the tool chest winners (or their fellow Techs) had no idea we were showing up. Only the Service Managers/Management were in on the surprise! They were true feel-good moments for all involved! Congrats again to our winners: Chris Llagas of Conicelli Toyota of Springfield, Ariel Munoz of Pacifico Auto Group and Nysear Farrar-Rivers of Barbera Auto Group.



## Economic Impact Study Returns

A huge thank you to all of our dealers who took the time to complete the Economic Impact Survey that we distributed earlier this year. We received a great response to our ask and will be sending you a full copy of the report this summer so please be on the lookout.

As a reminder, our Economic Impact Study specifically discusses how much of an impact that our dealers members (just our 180 dealers in Philadelphia, Bucks, Chester, Delaware and Montgomery Counties) have on their communities. The quick, 40-question survey will produce results specific to our area. Our survey is different than PAA's and NADA's. We do not get that data.

Dealership financial data (and other information cited in the report) was collected from a detailed survey sent to all new vehicle automotive retailers in the Greater Philadelphia area. The response rate was sufficient to form a statistically reliable database of financial and operational indicators.

Economic impact is separated into two main categories: direct and indirect. Direct impact comprises economic activity at automotive dealerships themselves, such as dealership employment and compensation to employees. Indirect impact occurs away from the dealership and takes into account the extended contribution dealerships and their employees make to the area's economy.

The indirect economic impact of automotive retailers was estimated by Auto Outlook, Inc. Estimates were based on previous impact studies that relied upon regional input-output economic computer models. Indirect economic estimates in this report are intentionally conservative, and therefore may underestimate the overall contribution automotive retailers make to the state and regional economies.

For questions, feel free to contact Mary Lynn Alvarino at [mla@adagp.com](mailto:mla@adagp.com) or 610.279.5229.

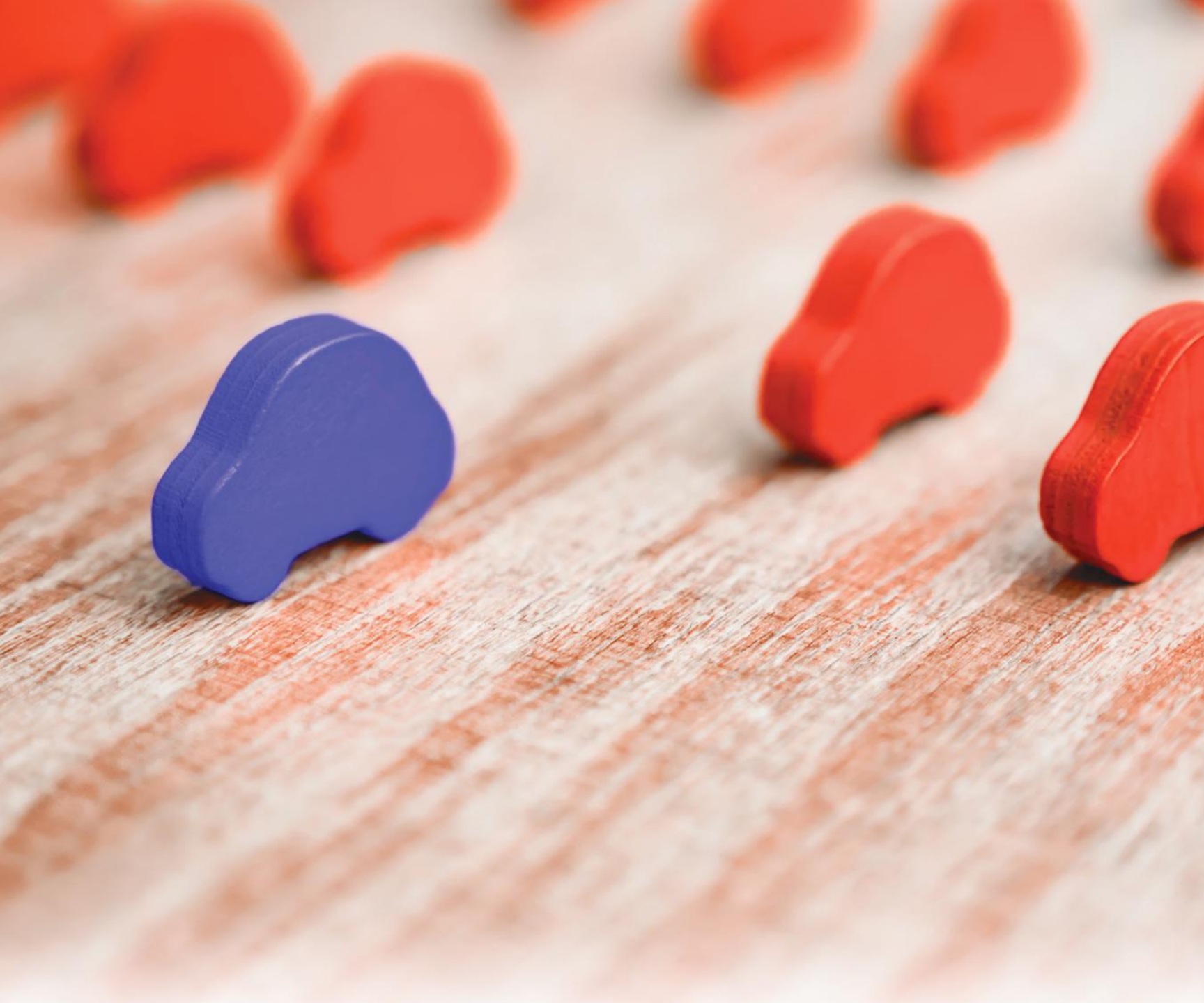
## "Women at Beans"

Fred Beans of the Fred Beans Family of Dealerships works closely with his three daughters, Beth, Barbara, and Jennifer, who play integral roles in managing areas of the family business.

By involving his daughters in the Fred Beans Automotive Group, Fred not only ensures his family values of putting people first are shared throughout the company, but he also benefits from the ideas and perspectives that come with having females lead in a traditionally male-dominated industry.

Recognizing the strength in this diversity, the automotive group has recruited and empowered women to pave the way for its success. The company has produced videos highlighting the "Women at Beans" and the "Women at Beans" participated in a special Fixed Ops Roundtable event hosted by the Center for Performance Improvement this past May! ■





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