

# SPARK PLUG

JIM BURKE EMPLOYEE UPDATE • MARCH 2009

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## Ford Fusion Hybrid Tops Camry and Prius in Comparisons

USA Today writes:

“OK, let’s just get it out there: The 2010 Ford Fusion hybrid is the best gasoline-electric hybrid yet. What makes it best is a top-drawer blend of an already very good midsize sedan with the industry’s smoothest, best-integrated gas-electric power system. It’s so well-done that you have to look to the \$107,000 Lexus LS 600h hybrid to come close.”

“The Toyota Prius crowd will protest,” they note, but USA Today says Ford’s car simply drives better. “A car is, after all, a driving machine. Brownie points for saving somewhat more fuel or offering a cargo-friendly hatchback, but driving feel is most important. And there, Fusion is without equal among hybrids.”

# GO RED

Friday, February 6th was National Wear Red Day. The “Go Red” for women is a movement passionately dedicated to helping women fight back against heart disease, the #1 killer in women in America. Jim Burke Ford Lincoln Mercury Jaguar supported this cause by having a denim day. Employees paid at least \$5 to wear denim and red to show support. We raised \$341 for the American Heart Association. Thank you to all who donated to this worthy cause.

### Here are some heart attack warning signs you should be aware of:

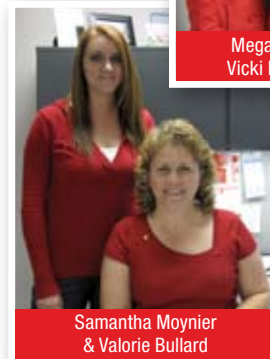
Some heart attacks are sudden and intense — the “movie heart attack,” where no one doubts what’s happening. But most heart attacks start slowly, with mild pain or discomfort. Often people affected aren’t sure what’s wrong and wait too long before getting help. Here are signs that can mean a heart attack is happening:

- Chest discomfort. Most heart attacks involve discomfort in the center of the chest that lasts more than a few minutes, or that goes away and comes back. It can feel like uncomfortable pressure, squeezing, fullness or pain.
- Discomfort in other areas of the upper body. Symptoms can include pain or discomfort in one or both arms, the back, neck, jaw or stomach.
- Shortness of breath with or without chest discomfort.
- Other signs may include breaking out in a cold sweat, nausea or lightheadedness
- As with men, women’s most common heart attack symptom is chest pain or discomfort. But women are somewhat more likely than men to experience some of the other common symptoms, particularly shortness of breath, nausea/vomiting, and back or jaw pain.
- Learn the signs, but remember this: Even if you’re not sure it’s a heart attack, have it checked out (tell a doctor about your symptoms). Minutes matter! Fast action can save lives — maybe your own. Don’t wait more than five minutes to call 911.

Alan Giblin & Richard Gauthier



Megan Dawson, Jessica Adams  
Vicki De La Cruz & Leticia Castro



Samantha Moynier  
& Valorie Bullard



Amalia Matienzo, Natalie Gaona  
& Michelle Buxton

## Letter of Thanks

*I would like to take this opportunity to commend the service staff at your dealership in Bakersfield. Last month, my husband and I were on a long business trip requiring driving many miles to visit many properties in Imperial, Kings and Merced Counties. On our way to El Centro, we stopped in Bakersfield for the night. Our 2007 Ford Explorer had been giving us problems with the check-engage light for about 100 miles. The hotel we were staying at that night advised us of your dealership and we arrived on January 16, 2009 about 9:00 a.m. with a plea to please, try to get us in to determine if the problem was serious or if we could continue on our pre-planned and necessary trip. Although your service department was busy, we were helped by your Assistant Service Manager, George Hay, the problem was detected and we were back on tract with a new sensor in less than 45 minutes. This is what I consider to be excellent service and I wish to commend your dealership service department. Thank you for great service.*

Lynne Hourigan

## Benefits, Benefits, Benefits

The Service Advisors from the Ford store and Quick Lane along with their managers attended a 20-group workshop on Sunday, February 8th in Los Angeles. The workshop featured Jeff Cowan talking about service sales.

Jeff Cowan is the founder of the nationally renowned company ProTalk which teaches selling techniques to Service Advisors. Cowan has more than 30 years of selling experience and is a premier speaker at the annual N.A.D.A. conference. With Cowan's ProTalk, Service Advisors learned how to substantially increase customer satisfaction scores, customer retention, productivity, and customer pay sales.

Cowan teaches a unique training style that is based on real life situations, experiences and role playing. "The whole process is about the Service Advisors taking control," says Cowan. During the short but vital customer-advisor contact Cowan recommends a complete walk-around, pointing out everything a vehicle might need to be serviced, whether its one thing or 15. "Don't be pushy, don't sell what the customer doesn't need," Cowan says, "But you can't sell it if you do not ask them to buy it." If the customer says "no" at least they are aware of the concern with their vehicle. Pointing out service needs early also avoids the potential scenario of the customer experiencing car trouble later, then complaining to the dealership: "Why didn't you point that out when I was in earlier?"

Another key to Protalk is giving the customer benefits for the sale. Cowan says "its benefits, benefits, benefits." That's how you sell service. Everyone attending received a pocket sized list of sales scenarios along with common customer objections and the corresponding benefits.

The Service Advisor revitalization trip included a Saturday evening dinner, an overnight stay at the Renaissance Los Angeles Airport Hotel and the Sunday seminar. We look forward to improved sales by taking even better care of our customers.

## Who is this rock star?

What unique talent, activity or event are you a part of that we could highlight? Every month we will have a picture for you to guess which employee it is and the following month, we will disclose their identity along with featuring a new one. Please submit your pictures to Human Resources or email them to mpaine@burkeauto.com. This is a fun way to build relationships with our employees.

### Win a FREE guitar lesson!

That's right! You too can become a rock star like Mr.X! The first person to call Maria Paine at x616 with the correct guess wins!



## SAFETY TIP: Put your car keys beside your bed at night

*Tell your spouse, your children, your neighbors, your friends and everyone you run across.*

Put your car keys beside your bed at night. If you hear a noise outside your home or someone trying to get in your house, just press the panic button for your car. The alarm will be set off, and the horn will continue to sound until either you turn it off or the car battery dies.

This tip came from a neighborhood watch coordinator. Next time you come home for the night and you start to put your keys away, think of this:

It's a security alarm system that you probably already have and requires no installation. Test it. It will go off from most everywhere inside your house and will keep honking until your battery runs down or until you reset it with the button on the key fob chain. It works if you park in your driveway or garage. If your car alarm goes off when someone is trying to break into your house, odds are the burglar won't stick around. After a few seconds all the neighbors will be looking out their windows to see who is out there and sure enough the criminal won't want that.

Also remember to carry your keys while walking to your car in a parking lot. The alarm can work the same way there. This is something that should really be shared with everyone. Maybe it could save a life or a sexual abuse crime.

This could also be helpful for an emergency, such as a heart attack, where you can't reach a phone or in case of a fall. You can activate the car alarm and this will alert someone that there is a problem.



## Let it snow...

Cruz Nelson and her husband went on a trip to Lake Tahoe just recently to ski and snowmobile. They rented an isolated cabin which was hidden in the beautiful pines which they shared with four other couples and their children. As you can see there was a lot of snow which made a wonderful time for skiing. The view of the lake was a beautiful sight from the chair lift. As Cruz was going down the ski slope a snowboarder approached from behind and ended up under Cruz! Luckily for Cruz's skill at skiing they both came to a stop safely.

Cruz and her husband Calvin rented snowmobiles the next day and took a 45 mile trip to Hope Valley Snow. Calvin used to race snowmobiles back in North Dakota so he obviously enjoys cruising. Cruz hung on for dear life, but said, "the view was beautiful".



## Vicki Dabbert dotes on BMX Racing Son

Watch a race at one of our local tracks here in town!  
[www.bakersfieldbmx.com](http://www.bakersfieldbmx.com)

Racing For MOM!



As most of you know, we are very involved in a sport that not many people are aware of in Bakersfield: BMX racing. We started in 1996 when my youngest son, Dylan, was 6. He just turned 16 and we are still very involved in the sport. On the weekend of Feb 6, at one of the many ABA Nationals that are held every year was in Perris, CA, Dylan came home with a first, second and fifth place trophy. In spite of the rainy weather and all the mud puddles we had to walk through, the weekend was very rewarding. If you would like to know more about the sport you can visit [www.ababmx.com](http://www.ababmx.com) or come on out and watch a race at one of our local tracks here in town, Metro BMX ([www.metrobmx.com](http://www.metrobmx.com)), which is the home of the 2009 US Nationals being held on May 1-3, and Bakersfield BMX ([www.bakersfieldbmx.com](http://www.bakersfieldbmx.com)). Also the 2008 Summer Olympics introduced BMX to the Olympics.

## 2009 charity to support

All of the votes have been collected, tabulated and validated. The charity the employees have selected to support in 2009 is Court Appointed Special Advocates (CASA) once again. In 2008, our employees and the dealerships raised over \$5,900 to support the kids and programs of CASA. The money was raised through donations from parking passes, denim day, barbecues, burrito sales, cake sales and other events. CASA is sure thankful we like to eat!!

CASA's mission is to have trained court appointed advocates for abused & neglected children in the juvenile dependency system. Through the use of highly trained volunteers, the CASA program seeks to provide every child who needs an advocate with a voice in the court process.

For 2009 we are excited about doing things a little different so that not everything is done at the end of the year. We have brainstormed to come up with different ideas on how to raise \$ without having to put out all our energy on one project. Our plan is to promote burrito sales & dessert sales monthly, starting in March. We also are going to incorporate a 50/50 drawing once a month, half of the proceeds to go to CASA and the other half to a lucky winner. We also have other ideas that might take a little more planning to implement, but we are looking forward to what we can accomplish this year!

# Sandra's Chili Beans

### Ingredients:

- 1lb. pinto beans
- 1lb. ground beef
- 1 container of XLNT chili con carne
- 1 large can diced tomatoes
- 1 small can chopped Ortega chilies
- Half an onion
- 5 cloves of garlic
- Salt and pepper

### Putting It Together:

- Boil 1lb. pinto beans add salt to water
- In a skillet brown and season 1lb. ground beef
- Heat a container of XLNT chili con carne
- Drain your meats then add them to the already cooked beans
- Add 1 large can diced tomatoes
- Add 1 small can chopped Ortega chilies
- Chop and add a half onion
- Smash 5 cloves of garlic
- Salt and pepper to taste

The longer all the ingredients simmer the better the taste

Submitted by:  
**Sandra Reyes Galicia**

Inventory Office





# Mark Your Calendars!

## BIRTHDAYS

Michael Salcido.....	3/1
Joe Tamez.....	3/2
Sandra Reyes-Galicia.....	3/2
Vaughn Karibian.....	3/4
Jerome Johnston.....	3/4
Tom Moser.....	3/4
Steve Vawter.....	3/4
Ken Barnes.....	3/6
Bob Hallum.....	3/6
Brandi Gillis.....	3/6
Jesus Garcia.....	3/17
Michelle Buxton.....	3/17
Misty Carrillo.....	3/20
Jessica Adams.....	3/23
Denise Barnett.....	3/24
Rick Montijo.....	3/24
Ray Mora.....	3/26
Geoff Holcomb.....	3/27
Luis Ortega.....	3/29
David Gonzales.....	3/29
Gary Ruiz.....	3/29
Adolfo Martinez.....	3/30

## ANNIVERSARIES

3/1 Kyle Northway.....	19 yrs
3/1 Jose Alas.....	8 yrs
3/1 Adam Meyers.....	4 yrs
3/2 Bruce Powers.....	8 yrs
3/3 Brad Cross.....	22 yrs
3/5 Gary Buell.....	10 yrs
3/5 Ryan Schofield.....	2 yrs
3/6 Vaughn Karibian.....	28 yrs
3/6 Agustin Camargo.....	3 yrs
3/6 Christy Garza.....	3 yrs
3/9 Nuncio Caggianelli.....	17 yrs
3/10 Kenny Mount.....	10 yrs
3/11 Rose Charmley.....	28 yrs
3/14 Kyle Galaz.....	4 yrs
3/17 Michelle Buxton.....	10 yrs
3/19 Margaret Murkland.....	25 yrs
3/19 Andrew Hamm.....	2 yrs
3/20 Frank Villa.....	9 yrs
3/21 Vickie De La Cruz.....	26 yrs

# Riding Out the Storm

Chuck Downs, Finance Director  
Jim Burke Ford Lincoln Mercury Jaguar

*This is the last of ideas on how to save money during hard times. I hope that this has helped you in being able to put more money in your pocket.*

Each of these tactics are simple little moves you can make to improve your financial situation. Some of them take just a few minutes, others might take an hour or two, some of them require a bit of regular effort, but they're all incredibly simple—anyone can do them. Each of them also save significant money, especially over the long haul, and when combined together these tips can save you a lot of money now.

- 1 Call your credit card company and ask for a rate reduction. Take any of your credit cards that are carrying a balance, flip them over, and call the number on the back. Tell them that you want an interest rate reduction or you'll take your business elsewhere. If the first person you talk to won't do it, ask to talk to a supervisor. If you have a \$5,000 balance, even a 3% rate reduction saves you \$150 a year.
- 2 Clean out your closet. Go through your closets and try to get rid of some of the stuff in there. You can have a yard sale with it, take it to a consignment shop, or even donate it for the tax deduction - all of which turn old stuff you don't want to use any more into money in your pocket. Not only that, it's often a psychological load off your mind to clean out your closets.
- 3 Buy video games that have a lot of replay value - and don't acquire new ones until you've mastered what you have. My video game buying habits have changed quite a bit since my "game of the week" days. Now, I focus on games that can be played over and over and over again, and I focus on mastering the games that I buy. Good targets include puzzle games and long, involved quest games - they maximize the value of your gaming dollar. <<http://www.thesimpledollar.com/2008/01/21/video-games-and-frugality/>>
- 4 Drink more water. Not only does drinking plenty of water have great health benefits, water drinking has financial benefits, too. Drink a big glass of water before each meal, and not only will you digest it better, you won't eat as much, saving on the old food bill. You'll also find yourself feeling a bit better as you begin to get adequately hydrated (most Americans are perpetually somewhat dehydrated). <<http://www.thesimpledollar.com/2007/03/02/five-minute-finances-6-drink-lots-of-water/>>
- 5 Cut back on the convenience foods - fast foods, microwave meals, and so on. Instead of eating fast food or just nuking some prepackaged food when you get home, try making some simple and healthy replacements that you can take with you. An hour's worth of preparation one weekend can give you a ton of cheap and handy meals that will end up saving you a lot of cash and not eat into your time when you're busy. <<http://www.thesimpledollar.com/2006/12/11/battling-the-convenience-and-costs-of-fast-food/>>

## MORE HOT NEWS FROM FORD—Tell a friend!

### 2010 Ford Taurus unveiled at North American International Auto Show

- Ford gets it right with the new Taurus Sedan
- Redesigned Ford Taurus symbolizes aim of auto industry revival
- Ford redesigns Taurus to be an "aspirational" car

### 2009 Ford F150 Dominates

- The all new Ford F-150 is named North American Truck of the Year at the NAIAS
- Since its launch in October, 2008 the all new F150 has earned many awards and accolades, including 2009 Motor Trend Truck of the Year
- The 2009 F150 also is America's safest full size pickup
- The 2009 F150 is by far the "best Overall Half-Ton Pick-up"

**Ford has what it takes to provide the best products ON THE MARKET!!!**

