

SPARK PLUG

JIM BURKE EMPLOYEE NEWSLETTER • NOVEMBER 2010

As The Leaves Change To Fall Colors, Change Is In The Air On Oak Street

by Corey Wild



Above: Ashley Smith & Lori Crawford, Warranty Office

Service Drive Porters: Ron Lara, Yolanda Escalante, Justin Isaac & Veronica Sanchez (not pictured)



Cashiers: Bonnie Bently, Mia Atherton & Misty Carillo (not pictured)

As all of you can tell, we have had some major changes to our service drive. Our outdated line of phone booths has vanished. In its place we have created a state of the art service write up area. The customer response has been overwhelmingly positive. We seem to get compliments every day. With its wide open design and sleek finish, everyone seems to be impressed.

“We can fit a lot more cars in the Service Drive and the drive does not get backed up to the street anymore” says lot attendant Veronica Sanchez, “And it’s just so much cleaner”.

The road to this point however was hard on the service department. The constant jack hammers and cement saws made it hard to hear ourselves talk at times. That being said, the construction crew did a fantastic job of expediting the situation. Before we knew it we were cleaning out our desks. It was especially

New State Of The Art Service Write Up Area

hard on Lupe Sanchez who has used that desk for the past 22 years. “I found old items that I had not seen in years. Pictures of me on my business cards, I had a lot less wrinkles back then”! It seems all the advisors are still getting used to their new environment. With its glass surrounding it has been commonly nicknamed “The Fish Bowl”. The cashiers and warranty office have been moved as well to make every aspect more streamline. “I like it because I can see if someone is with a customer or free to answer a call,” said cashier Mia Atherton “It only helps our customers”. We all are looking forward to all the new developments at Jim Burke Ford. With our customer lounge under construction as well as the new break room it’s an exciting time! We are striving to make this service department a memorable experience for our customers and build lasting relationships through great customer service.

Bottom Left Photo: Service drive booths before remodeling

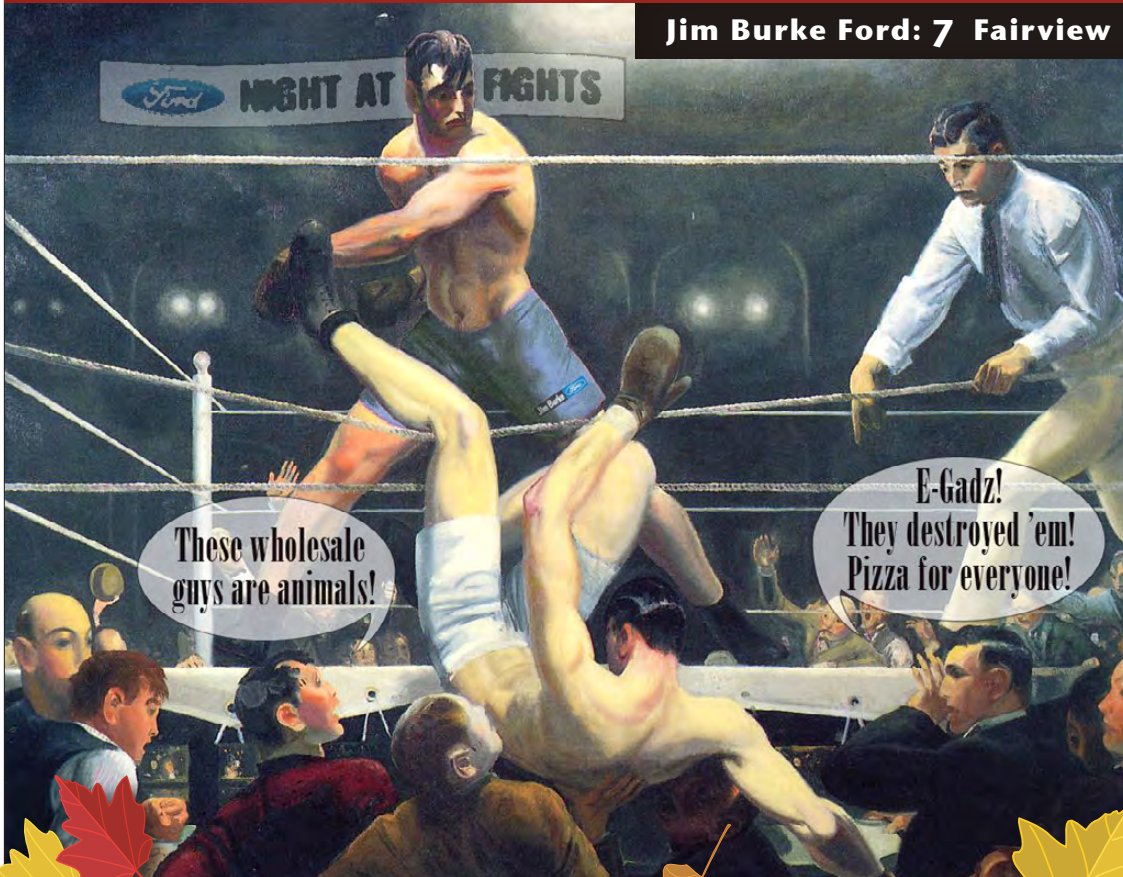
Bottom Right Photo: Pictured from left to right; Cam Smith, Porter; Nuncio Caggianelli, Advisor; Lupe Sanchez, Advisor; Mark Waybright, Manager; Corey Wild, Advisor; Kaycee Schekel, Advisor; Victor Barrios, Advisor; Gabriel Garcia, Advisor; Tom Moser, Manager



Sticker Goes Here

THE MAIN Event!

Jim Burke Ford: 7 Fairview Ford Lincoln Mercury: 2



Jim Burke Ford Wholesale Parts team put on the “boxing gloves!” Ford Motor Company put Fairview Ford in San Bernardino up against the mighty Jim Burke wholesale team for the month of August and September. The rules consisted of three categories: Collision Parts, Powertrain and Light Repair Parts Sales. The contenders were judged by percentage of sales and amount per invoice. After the smoke had cleared Jim Burke Ford’s wholesale parts department had a score of 7 to 2. Some call it a slaughter, but the Jim Burke team called it business as usual. Please congratulate the front counter and the wholesale team when you see them. It took a lot of effort and teamwork to make it happen.

And the new face in the crowd is? *by Ramon Valdez*

Jerrit Kennon comes to our Parts Back Counter bringing some 16 years of Ford parts experience from Holiday Ford. Jerrit was raised in Shafter and has worked in the Holiday parts department as a driver, a counter person, assistant manager, and manager. A committed family man, Jerrit enjoys spending time with his family: his wife Ana and kids, Natalie 18, Dorrian 15, and Tristan 6. A die hard gamer, you’ll find Jerrit playing his PS3 in his free time. As for sports—we’ll he has two Californian teams at least: the LA Lakers and the Dodgers, but for football he is out-of-state with the Buffalo Bill’s. Jerrit loves old school music and is an avid fisherman of river, lakes, and even the aqueduct. Now here’s the kicker: some of you may have seen Jerrit in the motion pictures Grand Torino and The Little Giants—just kidding, Jerrit is a welcomed addition to the Jim Burke Ford family. Stop by the back counter and say hello.



Upcoming Holiday Hours

In anticipation of the upcoming holiday season we wanted to inform you of our store hours and holiday procedures:

- **Christmas Eve, 12/24, 8:00 a.m. – 1:00 p.m.**
Some departments will open at 7:00 a.m. Employees must take a 30 minute meal period if working more than 6 hours that day. Vacation time may be used for a full day or receive reduced hours.
- **Christmas Weekend – Closed both 12/25 & 12/26.**
All Departments
- **New Year’s Eve, 12/31, 8:00 a.m. – 5:00 p.m.**
Some departments will open at 7:00 a.m..
- **New Year’s Day, 1/1/2011 - Closed**
New & Used Vehicle Departments will be open for business on Sunday, January 2nd from 10 a.m. to 5 p.m.

In order for full time employees to be paid for each holiday, you must work your scheduled day before and your scheduled day after each holiday or use vacation time.

Full-time employees who are regularly scheduled to work either Christmas Day and/or New Year’s Day will receive holiday pay. For employees who normally work Monday through Friday, there will not be holiday pay as Saturday is not part of your normal schedule.

4th Annual Halloween Contest



by Marina Moreno

Scarecrow, Snow White ... Gorillas! Oh my! Both dead and alive, costumes were some of the get-ups worn by employees for Jim Burke Ford's annual Halloween Costume Contest. The contest awarded prizes from 1st, 2nd and 3rd place, which were judged by employee applause and then down to the executive judges. We laughed and enjoyed the wonderfully creative and funny Halloween costumes.

Costumes ranged from our Rental Departments Mary Reyes and Catherine Mahan as Washington Huskies Football Fans, Receptionist Teresa McDougall as Nurse Feelbetter, Inventory department Marina Moreno as a Nurse's Assistant, Credit Department Kim Martin as Beetlejuice's dead wife, Salesperson Nicole Martinez as Snow White, Body Shop's Staci Waters as the scarecrow, but in the end the creations of a Gorilla suit by technician Alfi Melendrez took the 1st place prize.

Participants may have had plenty of fun dressing up, but spectators, such as customers and fellow employees seemed to enjoy the contest just as much. As always the costumes were really funny and creative. Now, we all look forward to the Super-Crafty Halloween Costume Contest for next year!



Jim Burke Employees Keep on Giving!

On October 15th a silent auction was held to raise funds for CASA (the employee voted charity). Employees donated various items including new and gently used items, also baked goods. The auction was fun and very competitive, those who won their bid were very happy with the items they received. The auction was very successful raising more than \$800. Monies will be used to purchase Christmas gifts for CASA kids (children in the foster care system).

On October 29th the office staff made their YUMMY breakfast burritos made of chorizo & egg, ham/egg & cheese, and potato & egg. Again the employees participated in raising more than \$150, selling each burrito for \$2...that's a lot of burritos!

Year to date our generous employees have raised more than \$2800 and hope to reach the goal of \$3500 for the year. Thank you for caring for a child who will have a voice due to your generous hearts!

We want your recipies!

Simply drop off your favorite dish or desert to Human Resources and we'll get the word out.

that Yam thingy

Great as a side dish or desert.

INGREDIENTS

- 3 cups yams mashed (no juice)
- 1 stick melted butter
- 1 tsp vanilla
- 1 cup sugar
- 2 eggs

Mix everything together and put in baking dish.

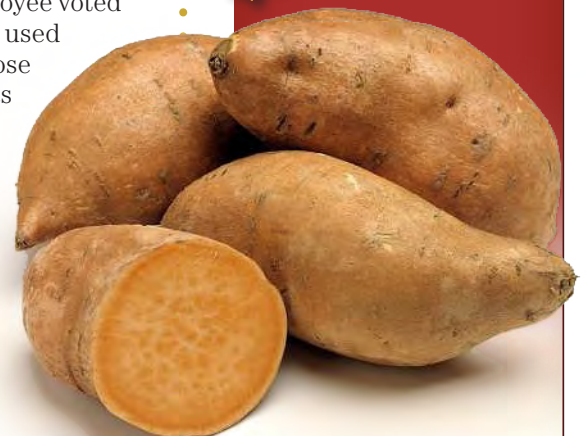
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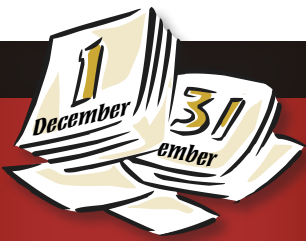
- 1 cup brown sugar
- 1/3 cup flour
- 1/2 stick melted butter
- 2 cups chopped pecans or walnuts

Mix topping ingredients together and pour over the top.

Bake at 375 degrees for 30 minutes.

By: Vikki Dabbert
Accounting Clerk





Mark Your Calendars!

BIRTHDAYS

- Aaron Carrillo 12/2
- Mario Bustamante 12/4
- Arthur Franco 12/11
- Kyle Northway 12/12
- Tom Wachob 12/12
- Dave Morrison 12/13
- Andrew Garcia-Villareal . 12/14
- Joe Darby 12/15
- Lance Mitchell 12/17
- Temo Martinez 12/18
- Frank Villa 12/18
- Bill Crosier 12/19
- Andy Hamm 12/19
- David Villanueva 12/19
- Lori Crawford 12/21
- Sal Lugo 12/22
- Jill Villa 12/22
- Alex Ephrom 12/25
- Vickie De La Cruz 12/27
- Gary Weichelt 12/28
- Pat Walsh 12/30

ANNIVERSARIES

- 12/4 Misty Carrillo 4 yrs.
- 12/6 David Banda 25 yrs.
- 12/8 Elva Rubio 2 yrs.
- 12/10 Bill Crosier 24 yrs.
- 12/10 Joe Whitby 3 yrs.
- 12/11 Mary Reyes 4 yrs.
- 12/12 Valorie Bullard 14 yrs.
- 12/19 Marlene Stewart . 5 yrs.
- 12/30 Gil Sernas 5 yrs.

The Newsletter Committee: Mike Brennan, Chad Manning and Rose Charmley would like to thank contributing editors:

- Vikki Dabbert
- Marina Moreno
- Ramon Valdez
- Corey Wild

Letters Of Thanks

Building lasting relationships through great customer service.

“My service representative Steve Smith goes out of his way to be helpful.”
—B. Bibee

“Thank you so much for taking time to make arrangements for me to buy my CANDY RED Flex. I love it!

Your dealership was a pleasure to deal with and I know you will enjoy the facility even more when it is completed.

Rob Boyd was very knowledgeable about both the Ford cars and financial arrangements. He instills a great deal of confidence in the buyer that he really cares and has the buyer’s interest at heart.

I told him it was shame that I just bought a new car because I would like to buy another one from him today. He was also very patient and knowledgeable about the Flex’s electronic options...which are considerable. He has encouraged me to call with questions and I believe he really meant it.

Thank you again for your assistance and good luck with 2011 sales.”
—M. Miller

PARK WITH CARE

Employees have several available options of where to park for work at the downtown location. One of those options is the parking lot on 19th Street. If you choose to park in that lot, please park with care and be a good citizen to your co-workers. You need to park in a designated parking spot, staying out of the heavy truck display area, make sure not to block the entrance and if you happen to ding a co-worker’s car, please leave them a note. Building lasting relationships is our vision and this is demonstrated by being a responsible employee.

Jim Burke Employees: Unsung Heroes

This is another example of Jim Burke employees’ involvement in the community. Below is a quote that serves as a reminder that your volunteering efforts do make a difference and is more far reaching than you know.

“The past year’s natural disasters have highlighted the invaluable contributions of volunteers in our communities. They have volunteered their time, energy and skills to save lives and to rebuild communities. In this they joined countless people around the world who volunteer every day in response to ‘silent crises’. These often unsung heroes understand all too well that poverty, disease and famine are just as deadly and destructive as earthquakes, hurricanes and tsunamis.”

*Kofi Annan, Ghanaian
Seventh Secretary-General of
the United Nations*

