



LINCOLN BRAND CHAMPION

# GET TO KNOW

*Your Lincoln Brand Champion Advisory Board*

2015





## *Lincoln Brand Champion Advisory Board*

The Lincoln Brand Champion Advisory Board was formed for two reasons:

- Provide direct feedback and input to the Lincoln Motor Company on behalf of Brand Champions like yourself.
- Give Brand Champions a resource they can contact for advice, ideas and guidance.

Advisory Board members were chosen not only for their exemplary performance as Brand Champions, but also because they embrace and embody the spirit of the initiative. In addition, they are a very diverse group that represents a variety of dealership roles, geography and store sizes.

The Brand Champion Advisory Board is here for you.

## GET TO KNOW

Your 2015 Lincoln Brand Champion Advisory Board

## Market: East



**Joseph Conway**  
Sales Consultant

Pacifico Marple Ford Lincoln  
Philadelphia, Pennsylvania

Our nation's first daily newspaper, our first stock exchange, our first presidential mansion, the Liberty Bell, the cheesesteak and all six of the Rocky movies—what do they all have in common? As proud history buff and native son Joe Conway will tell you, they're all Philadelphia institutions.

In recognition of his ongoing contribution to Pacifico Marple Ford Lincoln—yet another Philly institution—Dealer Principal Michael Pacifico named Joe as the store's Lincoln Brand Champion. Makes sense to us. Upbeat and positive, Joe is well known for his passion for the Lincoln brand, from the glories of its past to the breakthrough products now on their way. Crediting his success to his ability to formulate plans to achieve desired results, Joe has been selling Lincolns since 1988 and is 100% committed to the transformative vision of the new Lincoln Motor Company.

Joe is single and has a large extended family, including more than 60 first cousins as well as a multitude of nieces and nephews.

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## GET TO KNOW

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## Market: East



**Janet Fincher**  
Service Manager

Ourisman Ford Lincoln  
Alexandria, Virginia

Janet joined Ourisman Ford Lincoln as a Service Advisor in March 2001. Her strong sense of loyalty, passion and unwavering work ethic quickly caught the eye of General Manager Lou King, who quickly promoted her to Service Manager. In that role, her talents for leadership and organization really shined, leading King to name her the store's Brand Champion.

When asked what she likes most about being her store's Brand Champion, Janet responded like a natural born leader, saying, "I really enjoy attending the Brand Champion immersions and events. They're full of great information that can make an immediate impact on the service we provide our customers. It's always refreshing and energizing to bring back these new ideas and share them with my team."

In addition to cruising down Virginia's country roads on the back of her Harley-Davidson, she also loves joining her husband of 13 years and their 10 year-old son aboard the family boat. Together, they have enjoyed countless trips along the Chesapeake Bay and anchoring out in front of Mount Vernon to watch the sun set.

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## GET TO KNOW

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## Market: East



**John Lopes**

Sales Consultant

Town Motors  
Englewood, New Jersey

At the time of his selection, John Lopes was the youngest-ever Lincoln Sales Consultant to become a Brand Champion. He was chosen for his organizational skills and sales leadership.

John is a diehard Lincoln fan and is excited for the future of the brand. He is very well versed in technology and prefers to handle in-home visits when owners have technological issues.

Residing in Montclair, New Jersey, John is a sports enthusiast who was a state tennis champion in high school and continues to attend or participate in sporting events throughout the week. While John loves many sports, as a true adrenaline junkie, his favorite sport involves jumping out of planes. Lucky for John that New Jersey is rated the best place on the East Coast to skydive.

John lives with his girlfriend and two “wiener” dogs.

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## GET TO KNOW

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## Market: Southeast



**Morris Jelks**

General Sales Manager

North Florida Lincoln  
Jacksonville, Florida

Morris has been a proud representative of Lincoln for 31 years. His knowledge of the brand and his commitment to excellence prompted his Zone Manager to nominate him as Brand Champion.

Morris says, “I love my brand. I feel in my heart the same passion that I see in Lincoln Motor Company. My pride in Lincoln has grown with each passing year. I am honored to be affiliated with an organization that strives each day to be the best.”

When not on four wheels, Morris is an avid motorcyclist, a passion he came by honestly, having been born and raised in Anniston, Alabama, in the northeastern part of our nation’s “Biker State.” Every year, Alabama hosts more than 1,000 biker conventions, rallies and shows, including Anniston’s peerless Noble Street Festival. Today, Morris is the proud owner of a Harley-Davidson Street Glide Special. While riding his prized Harley across the nation, Morris takes great delight in being at one with nature.

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## GET TO KNOW

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# Market: Southeast



**Sharla McCormick**  
Lincoln Specialist

Asheville Ford Lincoln  
Asheville, North Carolina

Sharla has traveled widely and has called a great number of places home. Born in Blue Springs, Missouri, she grew up in the mountains of southern New Hampshire and spent several years in Tennessee and Florida.

Four years ago, she settled in Asheville, North Carolina. As the home of the Southeast's largest aggregation of art deco architecture outside Miami, Asheville is a great fit for someone with Sharla's passion for modern design and architecture. Prior to her employment with Asheville Ford Lincoln, Sharla channeled that same passion working with luxury clients in the high-end furniture business.

Sharla has also found a comfortable home in the Lincoln brand. She loves where Lincoln is headed in terms of its product design, market position and commitment to deliver a premium client experience. Since being named Brand Champion by Bob Slebonick, Managing Partner of Asheville Ford Lincoln, Sharla has made it her mission to communicate the progressive vision of Lincoln at her store and to the greater Asheville community.

Sharla is also the proud mother of an adorable and clever toddler, her daughter Azura.

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# Market: Southeast



**Chris Royal**

Service Director

Capital Lincoln  
Wilmington, North Carolina

Armed with a passion for serving others, exemplary professional standards and a deep attention to detail, Chris comes well equipped for the role of Lincoln Brand Champion. As a long-standing Lincoln team member, he has spent a great deal of time getting to know today's modern luxury customer and how best to exceed their expectations. A passionate entrepreneur, Chris is the owner of several small businesses and constantly has his finger on the pulse of customer service trends—from social media outreach to delivering meaningful experiences at retail—and is always mentoring others on the subject.

Chris is a true thrill-seeker, filling his off time with adrenaline-filled adventures such as skydiving and surfing. Back on solid ground, this married father of three is a passionate traveler who has visited some of the farthest corners of the globe.

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## GET TO KNOW

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# Market: Great Lakes



**Joe Jenkins**

Sales Consultant

Hines Park Lincoln  
Plymouth, Michigan

What makes a great Brand Champion? For Hines Park Dealer Principal Ryan Kolb, the essential ingredient is a willingness to help people in need. In his view, the ideal Brand Champion is someone you can always count on—someone who would always be there, for any customer, for any colleague, in any situation. Someone like Joe Jenkins.

Joe has been proud to take on his new responsibilities. Believing that knowledge is power, he has stepped up his studies of any and all things Lincoln. He says the more he knows, the more he can share with his customers and colleagues.

Joe grew up in Ann Arbor, Michigan, and continues to reside in the area. Bordered by the Great Lakes and the site of 11,000 inland lakes, Joe's home state is the perfect place to pursue his favorite pastime of stand-up paddle boarding.

Joe has been married for 13 years. He and his wife Carol have two sons: David, 11, and Luke, 8.

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# Market: Great Lakes



**Mark Slekar**

Assistant Service Manager

Benson Lincoln  
Pittsburgh, Pennsylvania

When he's not busy delivering exemplary service to the customers of Benson Lincoln, this lifelong baseball fan can be found on the diamond, where he's been volunteering his time to the local Little League for the past 13 years.

After a near-fatal fall five years ago, Mark now strives to get the most out of every day, never taking anything for granted. That commitment begins with his family. An avid outdoorsman, some of Mark's happiest times are when he's camping, spending time taking long walks through the woods and sitting by a campfire grilling up the day's catch with his wife Robin and their two sons, Michael and Brandon (whose campfire days will go on hold for a while this June, when he joins the U.S. Army).

As the store's Assistant Service Manager, Mark is a natural leader who works hard to let dedication, commitment and passion guide his way. Those are just some of the qualities that led to his selection as a Lincoln Brand Champion. Humility was certainly another—when asked why he thinks he was chosen as his dealership's Brand Champion, he humbly replied, "I'm no different than any one of my colleagues. We all have a lot of knowledge of the Lincoln brand and where we are all heading. We're all committed to getting there—to make sure we as a dealership continue to exceed our clients' expectations."

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## GET TO KNOW

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## Market: Central



**Kelly Casey**  
Service Manager

Bill Knight Lincoln Volvo  
Tulsa, Oklahoma

When asked why she chose a career in the automotive industry, Kelly said, “I truly enjoy taking care of people and want to make a difference in their lives.” That commitment to customer service served her well when she began her career as greeter for a Dallas-based Ford Lincoln dealership. After just three months, the General Manager was impressed with her natural ability to relate to people and asked if she would like to move to the dealership’s service department.

Kelly served that dealership for 12 years before coming home to Tulsa in 2001, where she’s been the Service Manager at Bill Knight Lincoln Volvo for the past 15 years—leading the department to exemplary customer satisfaction scores for more than a decade.

Away from the store, Kelly’s an outdoors type who enjoys time on the lake, exploring the woods, shooting guns and floating in her pool. An avid wine connoisseur, cook and gardener, Kelly and her husband of 32 years are proud parents...to a beautiful cat.

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## Market: Central



**Bonnie Cornelius**  
Sales Consultant

Access Ford Lincoln  
Corpus Christi, Texas

To her colleagues at Access Ford Lincoln, Bonnie Cornelius isn't as much a sales consultant as a force of nature. With 12 sales consultants on staff, the new franchise had set a goal of selling 12–15 Lincolns in December 2012, its first month of operation. Together, the team sold 12 units. Bonnie sold six of them. And that was only the beginning.

According to General Manager Tom Grover, Bonnie was a natural Brand Champion. In naming her to the position, Grover recognized Bonnie's strong work ethic, commitment to the brand and, above all, her touch with the customer. Bonnie truly impresses her luxury clients with her knowledge and passion for the product.

Bonnie feels a keen sense of responsibility in her new position. In her words, "I believe in creating a positive momentum for Lincoln. I believe in the direction the brand is going and I carry forth the excitement throughout my store. It is important to me that colleagues and clients alike can see the passion that I have for the brand."

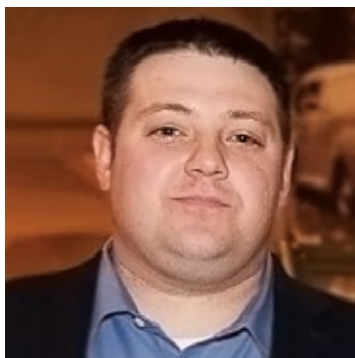
Bonnie grew up on a ranch 32 miles from the nearest city of Laredo, Texas, and continues to embody small-town values. She enjoys cooking and baking, and treasures the time she spends with her family.

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## Market: Central



**Jeremy Sykes**  
Sales Consultant

Woodhouse Lincoln  
Omaha, Nebraska

Jeremy Sykes is modest about being chosen as his store's Brand Champion. He believes that any of his associates could do the job just as well. They all work well together and they are all as dedicated to the Lincoln brand and its customers as he is.

Jeremy hails from Lexington, Nebraska, and settled nearby in Omaha. He has two daughters: Paisley Lynn, 4, and Piper Marie, 2. Apart from spending time with his family, the greatest joys in his life are sports and fishing. With more miles of river than any other state, Nebraska offers ample opportunity to pursue his hobby.

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## GET TO KNOW

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## Market: West



**Ray Fahn**

Sales Manager

Advantage Ford Lincoln  
Duarte, California

Ray Fahn was jointly nominated for the Brand Champion position by Advantage Ford Lincoln's Owner, Gary Hoecker, and GM Charlie Hoecker, Gary's son. In addition to selling vehicles, Ray is the store's Sales Manager. He believes in ensuring that the processes and services for Lincoln customers are aligned with the LCP format.

Ray hails from Pasadena, California. He is married and has two sons. His passion in life is ensuring the welfare and education of children. To that end, he is the president of the PTA and an executive board member of the Chamber of Commerce for Duarte, California.

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## Market: West



**Angie Hermanns**

General Sales Manager

Norm Reeves Lincoln  
Cerritos, California

When it came to choosing a Brand Champion, Norm Reeves Lincoln Brand Manager Mike Gilligan had no trouble selecting Angie Hermanns. From his perspective, her unflagging dedication to the Lincoln brand and leadership skills made her the ideal candidate.

Angie herself credits an emotional connection to what she does. “I am passionate about the product,” she says. “I want to make a difference in how Lincoln is viewed and how our clients are treated.”

Angie is originally from Clark Lake, Michigan. She loves to cycle recreationally and rides her bike along an ocean-side bike path near her home. Angie also enjoys spending time with her family, which includes a 17-year-old stepson.

Congratulations to Angie, who was married in July 2014!

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## Market: West



**Danen Morse**  
Service Advisor

Landmark Lincoln  
Englewood, Colorado

From the time Danen first joined the team at Landmark Lincoln, it became clear that his passion for customer care would only be exceeded by his outstanding product knowledge, attention to detail and exemplary communication skills. He brings patience, calmness and strategic action to his role as a Brand Champion—skills that serve him well at the store and on the golf course, where he regularly plays to a low handicap.

Even when he's not on the golf course, he's never far away from something green—tinkering away in his garden that features a wide variety of plants and vegetables. And when he works up an appetite from laboring away in the garden, he can turn to his other passion—barbeque. As an expert grill master, he can regularly be found whipping up a charbroiled feast for his wife and two daughters.

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