

The Road Well-Traveled



A Letter From Our Chairman

In these difficult economic times, many of us are concerned about the future. But often we are so busy worrying about tomorrow that we don't take time to enjoy today.

We've heard that life is journey. And despite my automotive roots, I've often thought of life as similar to a journey on a train. Out the windows we drink in the passing scenes of children waving at a crossing, cattle grazing in distant fields, row upon row of houses, beaches, rolling hillsides, and city skylines.

But uppermost in our minds is the final destination. At a certain time we will pull into the station. Once we get there, our dreams will come true and the pieces of our lives will fit together like a completed jigsaw puzzle. Restlessly, we pace the aisles, damning the minutes - waiting, waiting, waiting for the station.

- When we reach the station, that will be it!
- When I'm 18!
- When I buy my new sports car. . .
- When I've put my last kid through college. . .
- When I've paid off my mortgage. . .
- When the economy finally turns around and my stocks are worth something again. . .
- When I get that promotion. . .
- When I reach retirement. . .

. . . I WILL LIVE HAPPILY EVER AFTER!

Sooner or later, though, we realize the true joy of life is in the trip. So . . . we need to relish the moment! *This* moment! It isn't the burdens of today that drive men mad. It is the regret for yesterday and the fear of tomorrow. Regret and fear are twin thieves who rob us of today.

So stop pacing the aisles and counting the miles.

- Instead, spend more time with your family.
- Take a walk every day.
- Go barefoot more often.
- Swim more rivers, watch more sunsets.
- Laugh more, cry less.

Life must be lived as we go along.

The station will come soon enough

David Wilson



*Spring
is in the air...*

*Can you feel it?
That whole
"flowers in the rain"
"why can't we be
outside,"
"new beginnings" aura?
How are you with a
camera? Can you
capture that warm and
wonderful feeling on
film? If so, you could
win an American
Express Gift Card in
our August newsletter
contest. Snap a picture
that you think
embodies the spirit of
the season, and send it
to the corporate office
via email or snail mail.
Our esteemed panel of
judges will select their
favorites and award
1st, 2nd, and 3rd place
prizes: \$200, \$100 and
\$50. You can send as
many entries as you
like - on any spring-
related subject - but
they must be received
by May 15.*

Good luck!!!

Making a Difference in Your Community

SOUTH COAST TOYOTA SHARES ITS HOLIDAY SPIRIT THROUGH ANNUAL GIVING CAMPAIGN.

Photo: Terrence Moore



South Coast Toyota Vice President Paul Lunsford (back) with Share Our Selves Director of Development Karen Harrington (left), Executive Director Karen McGlenn, client Mauricio Chavez and son Carlos, and Medical Director Dr. Margarita Peryda.

When those in need in Costa Mesa, Calif., send out a distress signal, the folks at South Coast Toyota answer the call. For the past three years, the dealership staff has designated Share Our Selves as the recipient of the South Coast Toyota Holiday Giving Campaign. Dealership owner David Wilson matches the financial gifts contributed by his employees.

"This giving campaign results in many thousands of dollars every year," explains Karen Harrington, Director of Development for the nonprofit agency that provides free medical care and financial assistance. "We depend on donations like these to provide the many services we offer. South Coast Toyota understands that a community is only as vital as we make it by working together."

Share Our Selves was established in 1970 to provide for the most serious concerns of the poor, including food, clothing and emergency financial aid for housing, transportation, prescriptions and children's needs. It also offers free medical, dental and mental-health care for some 150,000 individuals each year.

"This organization does so much for so many," says dealership Vice President and General Manager Paul Lunsford. "It's rewarding for the South Coast Toyota team to share its resources and time with those who need it most in our community."

SOUTH COAST TOYOTA

has received the Toyota President's Award for the 3rd year. The award is given for outstanding sales, customer service and quality.

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 **TOYOTA**
moving forward

As seen in
TIME

THUMBS UP



Paul Lunsford, Partner and General Manager at **South Coast Toyota**, has just been elected President of the Orange County Automobile Dealers Association (OCADA). The association represents the interests of over 140 franchised new vehicle dealers in Orange County. Paul has been a member of their Board of Directors since 2006, and was sworn in as President at the annual membership luncheon on January 13. Paul began his career with the Wilson Automotive Group in 1997, and worked at several Wilson dealerships before becoming General Manager at South Coast Toyota in 2003. Congrats to Paul for this honor and for his valued representation of our organization in Orange County.



Congratulations to **Bob Miller** and his staff at **Toyota of Huntington Beach** for scoring a perfect 100 in the race for the President's Award. They were the only dealership in the Los Angeles region to achieve this feat. In today's business environment, just achieving the President's Award is a challenge and a worthwhile accomplishment. This prestigious award is based on numerous aspects of dealership operations such as facility, sales, training and customer satisfaction. For Bob and his associates to achieve "perfection" demonstrates outstanding effort, an exceptional commitment to excellence and great teamwork.

Congratulations for a job well done.



The January newsletter had barely been distributed on Friday afternoon when we received a fax at the corporate office with a solution to the "Dazed and Confused" word scramble puzzle. The ladies of the **Honda Santa Ana Business Office** collaborated and wasted no time in faxing over the correct answers. Several more solutions followed in quick succession; but Honda Santa Ana's was first. Business Manager, **Liz Evans**, and her staff of **Judy Leffler**, **Megan Valade**, and **Diana Thiele** won the \$100 American Express gift certificate and treated themselves to a lunch at Claim Jumper.

Congratulations, ladies! Good teamwork!



7 year-old **Thomas Coyne** was awarded the game ball in his very first little league game on February 21, Opening Day. He batted 1000, hitting 3 for 3, and made a great play for first base. This is his very first year in Villa Park Little League; and this was his first game. His father and coach, **Bill Coyne**, Partner and General Manager at **South Bay Toyota**, is confident that this future Toyota dealer will soon be playing in the big leagues - whether it is in scholastics, sports or sales. He has obviously been trained by the best.

Congratulations, Thomas, on an outstanding performance. Your dad hopes you'll be demanding those Manny Ramirez dollars in a few years!

OLIVE CREST ANGEL



- Every 9 seconds a child abuse report is filed in the United States.
- Two-thirds of the estimated 1 million children who run away each year were abused.
- Every death row inmate reported growing up in a violent, abusive environment

Olive Crest, one of the west coast's premier children's charities, is dedicated to preventing child abuse. Since 1973 they have provided care for over 40,000 children and families.

Gina Gonzalez, business manager at **Toyota of Huntington Beach**, is honored to be appointed to Olive Crest's Los Angeles Region Board of Trustees. She attended her first meeting in February, and was amazed at the work they are doing in southern California. Gina will be instrumental not only in supporting the needs of children in L.A. County, but also in raising funds for their new Family Resource Center in Bellflower.

Gina feels called to this work and has a great deal of compassion and empathy for children of abuse. She herself was a foster child. At the age of 13, she "divorced" her heroin-addicted parent in a court of law, becoming an emancipated minor before her 14th birthday. When Olive Crest contacted her about joining their team, she felt it was a direct answer to prayer. "I had been searching for a cause or organization where I could help," Gina said. She feels that her background has made her both strong and empathetic to the special needs of these children. "I have such a connection with these kids. I've been there - I've experienced some of the things that they have experienced - I have felt that sense of loss and loneliness. I want to show them that they can be anything or do anything they want - they are not limited by their history or background."

The Family Resource Center in Bellflower is very exciting to Gina, because it will provide much needed support for children and their families - including specialized education, foster and adoption services, educational and job assistance, utility and housing assistance, even basics such as food and clothing. Olive Crest will be financing this project through community and business contributions and fundraisers. For more information on the great work being done by Olive Crest, as well as their upcoming events, check out www.OliveCrest.org. Congratulations to Gina on this prestigious appointment; and thanks to her from all of us at the Wilson Automotive Group for her caring and compassionate work in her community.



← MASTERING THE TECHNIQUE



Gary Upton, Toyota of Orange, and Loara High School keep churning out champions. Last year's National Automotive Technology competitors, Breck McVay and **Francisco Lopez**, tutored by Gary and trained at Toyota of Orange, made it all the way to the national championships. In fact, Francisco is now a full-time technician at Toyota of Orange, working under the experienced tutelage of **Shawn Cutts**.

This year Gary adopted two more Loara High School seniors, Eric Argueta and Luis Loera, as part of the North Orange County Occupational program, which helps create awareness of auto industry careers. www.nationalautotech.com.

The National Automotive Technology Competition is a test of skill, a measure of knowledge, and a race against the clock - all rolled into one. It features hundreds of the nation's best high school automotive education students from thirty schools in California. The competition car has up to 25 problems that these contestants must solve within an allotted time.

Once again, Gary led a winning team. Eric and Luis won the regional contest and are headed to the national competition in April. The duo received one-year scholarships to pursue automotive studies and scholarships from Universal Technical Institute and Ohio Technical College. In New York they will compete against 40 other teams for a total of \$3 million in prizes, including additional scholarships and two new vehicles.

Congratulations to Gary for his obviously accomplished training skills - and to Eric and Luis. Good luck in New York!

HOG HEAVEN →

According to www.dictionary.com, a "SCAMP" is "an unscrupulous and often mischievous person." **Andrew Billings (Ford of Orange)** and **Terri Billings (Toyota of Orange)** would give you a different definition. Of course, their word is SCAMPP (with 2 P's); but for them it is an acronym for Southern California Association of Miniature Potbellied Pigs. And Andrew is their new president.

SCAMPP was formed in 1991 shortly after the potbellied pig was brought to the U.S. It was a club that supported breeding and breeders. Since that time, it has become more of a social club for people who love this breed - and a rescue organization for abused and abandoned potbellies. It consists of a group of concerned people supporting the quality of life for potbelly pigs.

For Andrew and Terri, it all began when **Frank Pellerin (Toyota of Orange)** introduced them to the new baby potbelly pig he bought his wife for Christmas. Andrew says it was love at first sight - he and Terri couldn't wait to get their own "little pig." Kito, their white "miniature" pig now weighs 70 lbs., and gets along just great with the 3 cats, desert tortoise and numerous reptiles already residing at Casa Billings.



Andrew and the other club members now spend most weekends rescuing their porcine pals from abandoned homes, farms and sanctuaries. Their website www.scampp.com and newsletter feature many interesting stories of pig rescues; and they encourage people to adopt or rescue pigs, as opposed to breeding them, in order to provide homes for the many homeless pigs already in shelters and sanctuaries. Whatever your working definition of a SCAMPP may be, you have to admit: Andrew and Terri Billings have big hearts and some interesting hobbies.

ARIZONA IRONMAN

Jeff Westcott, finance manager for **Right Honda**, was only 34 years old when he started feeling sluggish and run down at work. A visit to the doctor revealed that he had very high cholesterol - in addition to chronic liver disease. What a wake-up call! Not only did he want to feel better, he wanted to be around to watch his 5-year-old son and 3-year-old daughter grow to adulthood. Obviously he needed to make some drastic changes.

Jeff stopped smoking cold turkey the very next day! The rest he took in smaller steps. First he began hiking and adapting his eating habits. After only six months he completed a hike of the Grand Canyon with his boss.

Once he achieved this goal he realized that he wanted to accomplish something even more challenging. He attended a Sprint Triathlon, and realized this was his holy grail. He wanted to do an Ironman. On November 9, 2007, he signed up for the Arizona Ironman and began training. One year later he was training 6 days a week for 3 to 4 hours before heading off for a day's work at Right Honda.

On November 23, 2009, barely a year later, Jeff achieved his goal: the 2.4 mile swim, 112 mile bike ride, and 26.2 mile run of the Arizona Ironman - in a time of 11:20:05. He said it was a heart-pumping 11 hours and 20 minutes of pure cardio. Wearing the uniform that he designed himself, he finished 10th in his age group - quite an achievement for a guy who was smoking, eating poorly and getting NO exercise 18 months ago.

However...this conquest was just the beginning. On February 26 - 27, Jeff and the team ran the Ragnar Relay - 200 miles of some of Arizona's toughest terrain from Prescott Valley to Mesa. There were 247 teams, including the one sponsored by Right Toyota and Right Honda, and Jeff and the Right team came in 12th! 204 miles in 28 hours!

Jeff has even found a way to network and advertise through his running. Check out the Honda Element he put together to take to practices and races. In the past year Right Honda has sold nine vehicles directly from people taking an interest in this very creative car. Whether he is running an Ironman or moving iron, Jeff Westcott has found a way to keep his health, his job and his life on the *Right* track.



ROCKLEDGE GOES INTERNATIONAL...

...At least as far as Puerto Vallarta. With the addition of Toyota Puerto Vallarta, all the Wilson Automotive Group dealerships now sell quality Rockledge Securities products.

Oliver Arias (operations manager for **Rockledge Securities**) recently spent a week in Puerto Vallarta with **Gissel Diaz**, **Mario Escamilla**, and **Francisco Perales**, training them in the sale and installation of alarms, as well as the retailing of other Rockledge products and services:

- Bluetooth technology
- GPS Tracking
- Vehicle Theft Replacement
- Tire, wheel, paint and fabric protection
- Service contracts and GAP Insurance
- Insurance Riders

In today's business environment, we are bringing as many products and services as possible in house rather than contracting to outside companies. Currently Rockledge has brought five non-Wilson Group dealerships on line with their products, and are working on numerous others. For anyone interested in Rockledge products and services, they now have a state-of-the-art, informative, user-friendly website: www.rockledgecurities.com



WILSON WORD SEARCH



Here is the latest conundrum in our continuing quest to challenge your cranial capacity. The following 20 automotive terms can be found in the word search below.

We want everyone to have an equal chance at the \$100 prize; so we will accept entries from April 1 - 10. All correctly completed puzzles will be placed in a drawing; and 2 winning associates will take home a \$100 American Express gift card.

Please fax your solution to 714-997-9200. Good luck!

- AIR BAG
- GLASS
- A PILLAR
- AXLE RATIO
- BHP
- BATTERY
- BRAKE FADE
- BRAKE SHOES
- CAMBER
- DYNAMOMETER
- EXHAUST
MANIFOLD
- LEASE
- OVERDRIVE
- COMEBACKS
- PAINT
- REFRIGERANT
- SPOILER
- TORQUE
- VALVE

V E H S A Q E H M V I F B S U E M M L R
 B C S Q X R S P O I L E R J U N Z E J J
 P A M A A D E M F D J O A Q U A F D C M
 Z E T R L V Q B M W L B R N S M L T L K
 S P V T L X S T A Q B O R T P Q L N T G
 S D H A E H M U F E T S K C A B E M O C
 A Y V L G R V M T N P O V E R D R I V E
 L N M X Z O Y N A N K R P V Y C R L P V
 G A E X H A U S T M A N I F O L D E W J
 I M Y R A D X X N J O R C Y N T F A J M
 L O U G Z B S Q M N R I E S Q P Y S R I
 V M E M P J Z W C U Y X T G V P G E B J
 A E B L V T D X U L F P S A I U V Q R Y
 P T B E D A F E K A R B F A R R P A R C
 I E N J W L T Y S H E T U L J E F Q A A
 L R X P I M R K E S P N Z B M L L E V M
 L I Y Y O Q O R R F K I M X I M P X R B
 A J M G A B R I A K K A C P Z M Q H A E
 R M T D X T S Z Y S K P D U K X M P B R
 P B M X B R A K E S H O E S C W L I U Y



THOUGHTS ON SPRING

Spring is nature's way of saying, "Let's party!"
 ~Robin Williams

No matter how long the winter, spring is sure to follow. ~Proverb

If we had no winter, the spring wouldn't be so pleasant; if we did not sometimes taste of adversity, prosperity would not be so welcome. ~Anne Bradstreet



"If I had my life to live over, I would start barefoot earlier in the spring and stay that way later in the fall. I would go to more dances. I would ride more merry-go-rounds. I would pick more daisies."
 ~Nadine Stair

Never cut a tree down in the wintertime. Never make a negative decision in the low time. Never make your most important decisions when you are in your worst moods. Wait. Be patient. The storm will pass. The spring will come. ~Robert Schuller



Keep your faith in all beautiful things: in the sun when it is hidden, in the spring when it is gone. ~Roy R. Gilson

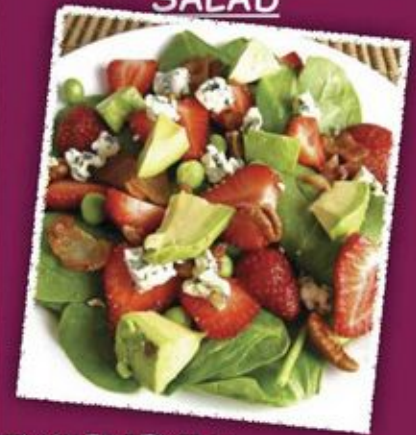
Expect to have hope rekindled. Expect your prayers to be answered in wondrous ways. The dry seasons in life do not last. The spring rains will come again. ~Sarah Ban Breathnach

Nobody can go back and start a new beginning, but anyone can start today and make a new ending. ~Maria Robinson

Life isn't about how to survive the storm, but how to dance in the rain. ~Author Unknown



STRAWBERRY AND AVOCADO SPINACH SALAD



INGREDIENTS:

- 1 clove garlic (grated)
- 1 tsp. honey
- 1 tsp. dijon mustard
- 1 tbsp. raspberry vinegar
- 1 tbsp. balsamic vinegar
- 2 tbsp. olive oil
- 1.5 ounce bag baby spinach
- 2 handful sliced strawberries
- 1 avocado (peeled, pitted and sliced)
- 1 handful fresh peas (optional)
- 2 slices bacon (cooked and crumbled- optional)
- 1 handful blue cheese (crumbled)
- 1 handful pecans (chopped)

DIRECTIONS:

1. Mix the garlic, honey, mustard, vinegar and oil.
2. Assemble salad components and lightly toss with dressing. Serve immediately.

HONORING OUR MILITARY

The Wilson Automotive Group would like to honor those who serve and protect our country:

Jonathan Carter (son of Debbie Carter - RT)	US Navy
Rob Dearman (son of PJ Arnal - RH)	US Army
James Eshelby (son of Stewart Eshelby - TOO)	British Airborne
Adrian Frank Doria (son of Frank Doria - DL)	US Army
Johann P. Harich (son of Johann Harich - FOO)	USMC
John Lee (brother of Mike Lee - WC)	US Army
Luis "Louie" J. Lopez (parts counterperson at TL)	USMC
David Marthaler (brother-in-law of Jennifer Marthaler - RT)	US Navy
Jamie Martin (grandson of Dennis Fritchman - TOO)	US Army
Ron Ramage (son of Arlene Ramage - RH)	US Navy
Ben Rubrect (son-in-law of Cindy Anderson - RH)	Nat'l Guard
Rommel Tanael (brother of Merlie Evans - TOO)	US Navy
Krystal Willard (granddaughter of Arlene Ramage - RH)	US Army

We salute these courageous individuals and their families and fervently pray for their swift and safe return.

And The Winners Are:



Toyota Motor Sales USA announced the 2008 winners of the prestigious President's Award - four of which are Wilson Automotive Group dealerships. Toyota recognizes these dealerships and their associates for demonstrating excellence in sales, parts, service, customer satisfaction and overall dealership operations.

Toyota of Orange
Toyota of Riverside
Toyota of Huntington Beach
Right Toyota

WE'D LOVE TO HEAR FROM YOU...

DO YOU HAVE NEWS ITEMS, CONTEST IDEAS OR INSPIRATIONAL STORIES THAT YOU'D LIKE TO SHARE?

SUBMIT THEM TO:

VIKKI@DWWCO.COM or
JOCELYN@DWWCO.COM



Toyota of Orange

Orange, CA

Toyota of Riverside

Riverside, CA

Toyota of Huntington Beach

Huntington Beach, CA

South Coast Toyota

Costa Mesa, CA

South Bay Toyota

Gardena, CA

Right Toyota

Scottsdale, Arizona

Toyota Puerto Vallarta

Puerto Vallarta, MX

Tustin Lexus

Tustin, CA

Desert Lexus

Cathedral City, CA

Newport Lexus

Newport Beach, CA

Right Honda

Scottsdale, AZ

Honda Santa Ana

Santa Ana, CA

Weir Canyon Honda

Anaheim, CA

Weir Canyon Acura

Anaheim, CA

Ford of Orange

Orange, CA

Mazda of Orange

Orange, CA

Rockledge Securities

Orange, CA