



The View From My Office

Hi everyone! Things have been crazy busy here at Jack Powell Chrysler Dodge Jeep Ram! At work and at play.

Part of my job now is to go out and visit our customers. I am really enjoying this because that is what I liked most about being a driver. Making that connection with the customer, providing good customer service, and making sure their needs are met and that they are happy with the service the parts department gives them. From the interaction with the

parts advisor, the time it takes to deliver the part, and with the parts driver. Everyone plays such an important role in making this wheel spin. I would give this pep talk all the time to our drivers when they would use the excuse "I'm just a driver" I tell them they are one of the most important pieces to the puzzle, they are the face of Jack Powell. I would like to put out a bulletin to all drivers to put your best foot and face forward. Make good impressions, be happy and enjoy yourselves. Being a delivery driver can be hard work at times, but it can also be fun if you make it that way. So all you parts managers out there encourage your drivers by letting them know that they are important and that they really do make a difference - they will appreciate the kind words and to know that what they do and how they do it makes a difference.

Being Jack Powells Mopar outside sales person is proving to be a good fit for me. I am enjoying reconnecting with our customers and I feel like I can make a difference. It makes my day when when I go into a business and they recognize me and are happy to see me. Another thing I have been doing in my new role is to attend Grand Openings. And it is one of these that I would like to write about today.

I would like to tell you about International Auto Crafters. They have been one of our customers for many years. On March 29, 2017 I attended the Grand Opening for their 4th store in Menifee California. I was fortunate enough to meet the owner, Harry Ryan and he showed me around his impressive 17,500 sq. ft. facility and shared with me the history of International Auto Crafters and his journey to open the new store in Menifee. Walking amongst vendors, customers, visitors, and city officials who turned out for the Grand Opening Mr. Ryan was walking tall and wore a big smile and was full of excitement for this day where he would be cutting the ribbon announcing the opening of his new facility.



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A day that was many years in the making.

Harry Ryan and two partners opened their first store in 1990 in Moreno Valley. Then in 1997 Harry's brother Harvey joined up with him and they bought out the 2 original partners. In 2001 they opened up their second location in Lake Elsinore. In 2013 they opened up their 3rd location in Palm Desert. Harry Ryan saw Menifee as an area that was growing fast and was in need for a body shop like International Auto Crafters. Once he found a location he put in a satellite store for customers to bring their cars to and then they would transfer the car to one of their other facilities. The drawing of the

plans and getting city officials support and permits took a long 4 years. But in the end it all worked out. IAC sits on 1.37 acres and is freeway close and convenient. They built the building from the ground up and were also required to put in all landscape at a cost of over \$100,000. The front office features black and white checkered floor and custom paintings of classic cars hang on the walls - all with a story to tell. It is a very fun and welcoming office to walk into. A place full of pride as we walked upstairs to a large meeting room with fantastic views of the mountains in the distance and a nice big table and chairs all around. A room to have meetings and tech training set up with TV and equipment. A good gathering room. Downstairs the shop features 3 paint booths and the top of the line Car O Liner. The newest and most accurate car alignment equipment on the market. A very impressive facility.

The Ryans not only run body shops they are also big supporters in the communities. They sponsor and donate time and goodies to the school Student of the Month programs put on by local Chamber of Commerce in all 4 communities where they have a shop. They also support the local school sport teams. Customer service is also important to them. Getting a customer's car fixed to perfection and taking care of them in the future if any touch up repairs need to be done. They offer a "forever detail" to any customer that has their car repaired at any of their shops. This gives the customer an opportunity to bring their car in twice a year to have a mini wash and detail. During this service the car is looked over to make sure everything is as it should be.

In closing I would like to say I enjoyed meeting Mr. Ryan and learning about his journey. And the the staff I met during the day were all so nice. It was a fun day with food trucks, vendors, prize drawings, and visiting with people. All of us at Jack Powell look forward to continued business with International Auto Crafters.

Hope all of you have your Best Day Ever! (I stole that one from Rick Monteiro)

Kat Monteiro - Jack Powell DCJR