

Panel: Create a Culture to Win With Women



Joni Stuker, Cherie Watters, Craig Lockerd
and Lisa Copeland

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#WomeninAuto
#NADA2016

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Joni Stuker



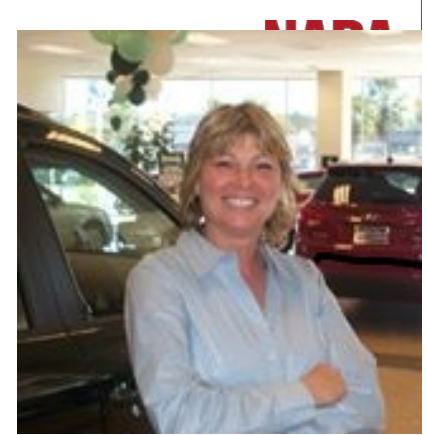
With nearly thirty years of industry experience, Joni's largely recognized as one of the most trusted and relied upon experts in the automotive business.

As the President and Founder of Owner Connect, her team has revolutionized the role and impact Business Development Centers now play among dealerships throughout North America and Europe.

In addition to her years as the face of Owner Connect, Joni has gained a wonderful reputation for her corporate speaking experience and workshop series.

Focusing on delivering results and improving efficiency, Joni has built an organization and strategy to ensure every client realizes their full potential.

Cherie Watters



Cherie Watters is President of the dealership Consulting Division of AskPatty.com, Inc., As a female General Manager, Cherie has faced many obstacles while climbing the ladder in this very male-dominated industry. Cherie has taken on the challenge with a proven record of success and now is inspired to help others to do the same by sharing her experience and knowledge with them. A big believer in honesty and integrity and Cherie shares those same values with her staff, and colleagues, as well as anyone that she encounters personally.

Cherie is honored to have served in many leadership roles outside of the dealership including President of the Advertising Association with Hyundai Motor America and co-founder of the Women's Business Association in the San Gabriel Regional Chamber of Commerce, Board member for the Chamber and the Economic Development committee's. She was honored to be awarded with the 2012 Spirit of Leadership award from the Women's Automotive Association International and am grateful to be asked to attend and speak at many motivational and instructional events.

Craig Lockerd



Craig Lockerd is a 43 year "Green Pea" in the auto industry and has literally held every position in a dealership from Porter to President.

Turn Around Specialist in the late 80's and founded AutoMax Recruiting and Training over 17 years ago. He is currently Founder and President AutoMax Recruiting and Training.

Craig and his staff and trainer network are the premier experts in the world of automotive recruitment. AutoMax has conducted over 14,000 recruiting campaigns and placed in excess of 140,000 women and men into the car business in the U.S., Canada and Puerto Rico.

Craig is most proud of his 4 children, 4 grandchildren and his involvement with his church

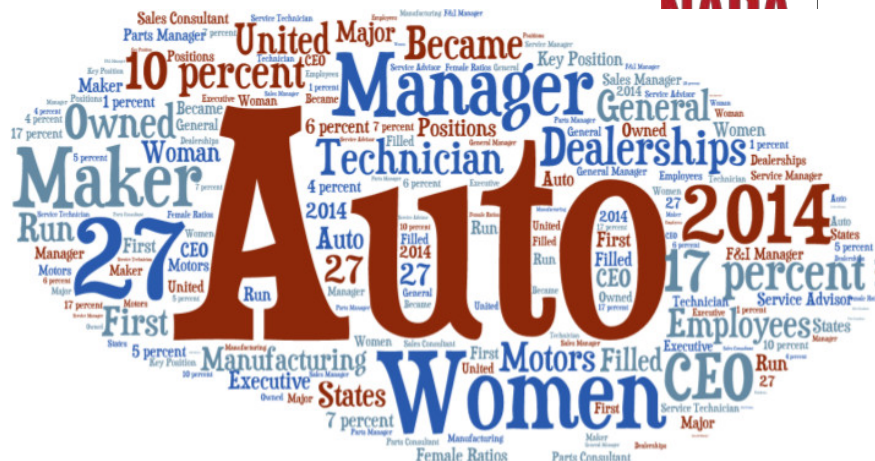
Lisa Copeland



Lisa Copeland is a leader in the automotive industry, distinguished by Automotive News in 2015 as one of the Top 100 Leading Women in the North American Auto Industry. Lisa is the Managing Partner of FIAT/Alfa Romeo of Austin, recently named a Best Dealership to Work For thanks to her innovative leadership strategies.

Lisa understands every aspect of high performance teams, and brings that to her professional speaking career with Crushing Mediocrity. Lisa's plan for Crushing Mediocrity stops entitlement in its tracks, with stories from Lisa's experience, her no-nonsense leadership philosophy, and cornerstone points for real-world application.

The Challenge



NADA recently reported a 90 percent turnover rate for women in auto dealership sales roles.

18.5 percent of active employees on new-car dealership payrolls were women—an increase of less than one point

Only 4% of women working at dealerships were General Managers in 2015 (NADA 2015 Workforce Study Statistics)

Women represented only 8 percent of all active employees in key positions, compared to support positions, where women represented 91 percent

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Women also request 65% of the service work done at dealerships.

Women continue to report having poor experiences when trying to buy a car.

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Obstacles with Employment

Women do not apply for the positions

Women want more base salary especially millennial women

Long hours create child care issues

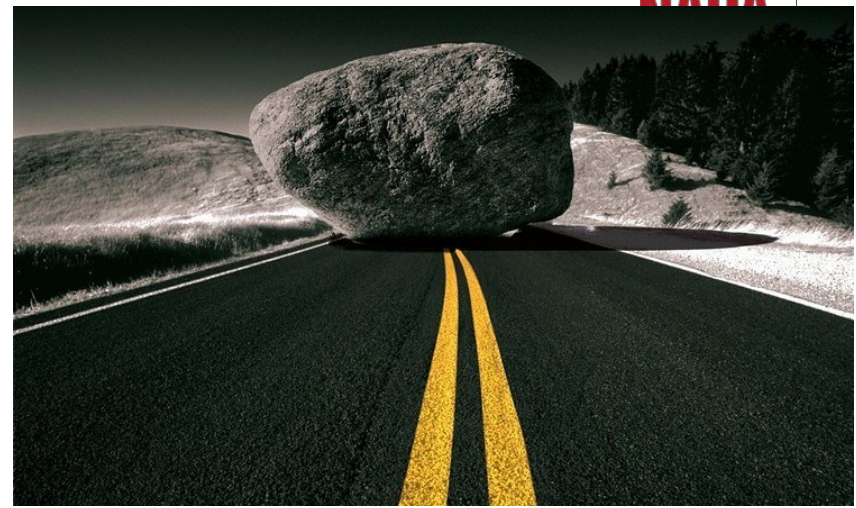
Lack of clear career path or advancement

HR benefits not competitive with other industries

Sexual harassment law suit risk



Obstacles with Women Car Buyers



Testosterone driven 'Old Boy' culture

Lack of training to address the needs of women car buyers

Women continue to report having poor experiences when car shopping

Women process information and make purchasing decisions differently than men

Lack of trust and feel disrespected and talked down to

Culture Matters with Women



Women want what men want

Women like to see other women in leadership roles

Women tend to prefer team work

The types of words we use matter

Mentoring programs help

Create a culture women feel comfortable buying or servicing a car

Recruiting Hiring, Training and Retaining Women



The words that Work

In order to recruit women ,first they must find your help wanted .

The use of keywords in job description, to attract women from female dominated industries.

Three for one, Female, millennial, college grad. “The Hook”

When she applies ,treat her like you would the most precious internet lead.

Scripted, professional interview.

On-Board in days, not weeks.

Attach new hire to multiple department heads , “feel like they’re in on things”

Promote top performing women within your organization.

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Questions?

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