



# News Release

## Driven to Excel

***Doug Shostak, Clarence & Jonas Arnoldussen Named 2011 Alberta Dealers of Excellence***

May 10, 2011. The love of the car business, and the drive to strive for excellence in it, are hereditary. Or so it would seem when one looks at the winners of the 2011 Alberta Dealer of Excellence awards. **Clarence and Jonas Arnoldussen**, the father and son team at the helm of Lethbridge's Bridge City Chrysler Dodge Jeep, have worked together for 21 years, sharing a passion for the business and their community. **Doug Shostak** grew up working in his father's Calgary dealership (Fifth Avenue Autohaus) and now manages his own franchise, Glenmore Audi. He remains business partners with his father, Bill, and his siblings in the enterprise's six successful dealerships.



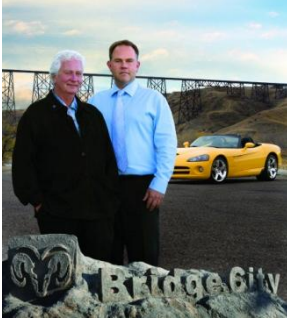
The Motor Dealers Association of Alberta (MDA) awards the *Dealer of Excellence* annually to one metro dealer from Calgary or Edmonton and one non-metro winner from the rest of the province. This is a reflection of the unique challenges and accomplishments of dealers in different marketplaces. The award criteria are:

- Business Acumen
- Community Involvement
- Association/Industry Involvement

The award candidates are nominated by their peers and the applications are examined by a panel of past award recipients. Factors such as customer satisfaction, ethics, the attitude and competence of the dealership's staff; the dealer's leadership in association issues and service to civic, political and educational activities are all carefully considered before making the final selection.

"Pleasantly shocked," is how the winners all reacted to the news of their awards. "It makes me very proud that they think highly enough to vote for me, especially when you consider how many other worthy candidates there are," said Shostak. Jonas Arnoldussen concurs. "There are a lot of good dealerships in Alberta and right here in Lethbridge. Sometimes you wonder, are we doing a good job? Then you get a call that your peers believe you've done an *excellent* job," he says. "I was very humbled by it," adds his father, Clarence.

Both Shostak and the Arnoldussen team operate successful dealerships and serve many community and industry organizations. "Doug, Clarence and Jonas have demonstrated exceptional commitment to their customers, staff, association and the communities in which they do business. They are fine examples of the many excellent auto dealers we are fortunate to have as members," says Denis Ducharme, MDA president.



**2011 Alberta Dealer of Excellence (Non-Metro):  
Clarence & Jonas Arnoldussen  
Bridge City Chrysler Jeep Ltd., Lethbridge**

“Look after your customers, they’ll come back. Look after your staff, they’ll stay. Most other things will look after themselves” According to Jonas Arnoldussen, this simply-stated philosophy is the most valuable wisdom imparted to him by his father Clarence.

The senior Arnoldussen should know; Bridge City Chrysler has customer relationships that have spanned decades and generations and one-third of its team has been on staff for over ten years. “We attempt to hire the best people, pay them very well and empower them to make customer-related decisions,” Jonas explains. He points to the fact that managers all have the authority, up to a limit, to use the company’s “policy” fund (i.e., making restitution to a customer) and that their bonuses are paid on “net before policy” so that taking care of a customer doesn’t impact managers personally.

Clarence Arnoldussen began his automotive career in 1972 selling vehicles and parts. In 1983, he seized the opportunity to open a sub-dealership of Mountview Dodge called CJB Autoworld in Fort McLeod, fulfilling his long-time goal to “work for myself.” Months later, Chrysler offered him full dealership status. He went on to sell and repurchase CJB Autoworld and still owns it to this day. In 1987, Chrysler approached him with the opportunity of its franchise in Lethbridge and Bridge City Chrysler was born. The following year, Bridge City relocated to a new building where it remains today. Over the years, it has seen a service department expansion, the addition of a 2<sup>nd</sup> floor for offices and an offsite body shop added to the operation.

Second generationer, Jonas grew up at the dealership, working as a car wash boy. In 1991, as a newly-married young man pursuing his management degree, Jonas began working as a service advisor “because I needed a job,” he admits. “Turns out, I loved it, never left and am here 21 years later.” During that time he also held positions of business manager, sales manager, general sales manager and general manager before taking over as dealer principal in 2009. On the subject of his son transitioning from boss’ son to boss, the senior Arnoldussen says, “He’s earned the respect of the staff. He’s a very good operator, otherwise I wouldn’t have done what I did.”

What he did was to continually grow the business while devoting a lot of time to the automotive industry and his community. Both father and son have served the MDA board of directors as well as on the Chrysler Dealer Council. In recent years, the dealership has not only supported over seventy charity and community organizations, Clarence has contributed his time by serving on several boards. Bridge City Chrysler provides significant support to the Green Acres Foundation (homes for seniors and assisted living), Bridges of Hope (African relief), Lethbridge College Foundation (scholarships) and Streets Alive Lethbridge (helping local homeless and poor people).

For its efforts, the dealership has been the recipient of many awards over the years including Chrysler's Parts, Service and Sales Excellence Award from 1987-2008 and the 2007 President's Club Award. In 2003, the Lethbridge Chamber of Commerce honoured Bridge City Chrysler with the Retail Business of the Year award.

While accolades are great, Jonas Arnoldussen says that the best thing about being a car dealer is: "knowing we are providing a livelihood for almost ninety different families in Lethbridge. We provide a service that many people appreciate. And we still get excited about new cars. The combination of these things – it doesn't get much better!"



### **2011 Alberta Dealer of Excellence (Metro):**

**Douglas Shostak**

*Glenmore Audi, Calgary*

Doug Shostak got his start in the glamorous auto industry in the not-so-glamorous position of lot boy at Stampede Pontiac where his father Bill worked. In 1985, the elder Shostak decided to leap into entrepreneurial waters, purchasing Fifth Avenue Auto Haus, a Volkswagen dealership. Doug decided it was time to get serious about his future, too. He attended Georgian College, achieving his automotive marketing diploma before returning home to hit the dealership's sales floor – a place you can still find him on a Saturday.

In 1995, Doug went to work at his father's new VW Audi Porsche dealership, South Centre Fine Cars. Audi sales numbers grew to the point that a standalone franchise was required, thus the inception of Glenmore Audi in 2002 where Doug was appointed General Manager, a "job" he absolutely loves to this day. "It's the people – my staff, the people who buy cars off me, the people who don't." He also finds the opportunity to market the Audi brand personally rewarding. "I am very luck to sell the brand that I do."

The brand has been rewarded as well with sales going from 14 new vehicles in all of Calgary in 1995 to this year's pace that should achieve close to 1000 units between the two Audi stores (Glenmore and Royal Oak Audi, opened by the Shostaks in 2007). Under Doug's leadership, Glenmore Audi has grown from 30 to 60 staff members in nine years. Buoyed by the dealership's and the manufacturer's tremendous growth, plans are under way for Glenmore Audi's \$3-\$4 million expansion including greater showroom and office space as well as a second off-site full parts and service department.

Building on a passion for the vehicles it sells and services, Doug has been keenly focused on fostering a positive, rewarding environment for his team and takes an "everything matters" approach for his customers. In addition to benefits like a \$500 matching RSP contribution, employees are included in quarterly dealership luncheons and an annual gala celebration dinner. He has introduced unique initiatives like Encore Service – a scheduled maintenance service pre-payment plan offering customers as much as 40% in savings while securing a steady flow of repeat customers for the service department.

Since 2002, Doug has served on the Audi Dealer Council, working closely with the manufacturer on behalf of his fellow Canadian Audi dealers. He led the Calgary Motor Dealers' Association as its Chairman in 2007, also serving as an MDA director during that time. Recently, he was nominated for the Canadian Auto Dealers Association's Laureate Award, which celebrates Canada's finest new car and truck dealers.

Putting accolades and business success aside, Doug contends that the achievement he is most proud of is the impact he made on the MDA Charity Classic, an event that raises funds for Special Olympics. For the six years the event was held in Calgary, Doug served on its organizing committee, many of those as the event's chair or co-chair. In its first year, the event surpassed the previous fund-raising record of \$160,000 by \$100,000, and in each of its final two years in Calgary, raised over half of million dollars. "That was truly amazing," Doug says "We set that bar high and made a difference in lives of thousands of Special Olympics athletes, families, and volunteers."

***The MDA strives to serve the collective interest of its members and promote positive relationships with government, industry, suppliers, consumers and media, by offering needed and effective programs and services. Members include over 90% of Alberta's franchised new vehicle and heavy truck dealerships.***

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