



Q1  
2023



# The Quarter Panel

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## Steele Auto Group's Vision & Values



### OUR VISION

Your trusted destination for everything Auto

### OUR VALUES

**Our Core Values** are aligned with how we conduct business and how we cultivate success.

**OUR PEOPLE:** We provide a healthy, safe environment, that celebrates equity, diversity and inclusion. Our people come first. We support the ongoing development and growth of our employees to build lasting relationships.

**INTEGRITY:** We believe in doing the right thing, with integrity and transparency. We are committed to excellence and delivering the best experience for customers and employees.

**INNOVATION:** Our continuous innovation will deliver the ultimate personal customer buying experience. We are committed to being industry leaders as a dynamic organization working to bring new, innovative solutions to serve the evolving needs of our customers.

**COMMUNITY:** Our passion for our business extends into the communities where we live and work. We believe in supporting sustainability and investing in community focused organizations with a focus on family. Our three pillars of community sponsorship focus are mental health, sick kids, and families in crisis.

## Message from the President



They say time flies, it sure does. First quarter of 2023 is already behind us; welcome Spring Season! The wild wave we have been riding for the last few years seems to be ebbing and we find ourselves getting back into a more normal environment. Not quite back to what we lived and experienced pre-pandemic, but it certainly feels a lot more familiar. This translates into our home lives and our work lives, and once again we are having to change certain behaviours.

The bright side is we can celebrate achievements, milestones, and outstanding performance in more traditional ways. Throughout the newsletter, you will get a feel for the wonderful achievements and milestones celebrated. You will also see what's new and on the go in our various markets. I am inspired

by our dealerships' commitment to serving their communities and by being actively involved with supporting charities, organizations and events that bring positive outcomes to the communities we operate in.

Thanks as always to all of you for your continued commitment to excellence. Wishing you and yours all the best in everything you do. With much gratitude.

Submitted by: Kim Day, President & COO

### STAY CONNECTED:



# INVESTING IN OUR COMMUNITY

## Steele Auto Group Scholarships 2023

Reminder to all staff that Steele Auto Group Scholarship submissions are due on May 15, 2023. If you have any questions regarding submission or missed the email that went out, reach out to Janice Kehoe (jkehoe@steeleauto.com) and she will get you the information you need.

Good Luck to all the applicants!

*Submitted By: Janice Kehoe, Executive Assistant, Head Office*



## Go Moose Go!

Steele Volkswagen continues its support of the QMJL Halifax Mooseheads, by showing off a brand new 2023 Atlas at a recent Mooseheads game in Halifax.

Service Advisor, Morgan Hynes, took it for a spin on the ice between periods!

*Submitted By: Brittany Delaney, Receptionist, Steele Volkswagen*



## Discover Kia Supports Local Food Bank

Discover Kia was proud to fill the trunk of a 2023 Kia Sorento with food donations for the PEI Food Bank during their Steele Auto Group Career Fair.

*Submitted By: Amy Greene, Marketing Specialist, Discover Kia*



*Amy Greene, Kent MacLeod*

## A Night at the Fights

On Feb 25<sup>th</sup>, 2023 Audi Halifax sponsored a night at the fights. Audi Halifax was the Gold sponsor for the Beer and Box event at Queensberry Rules Boxing Studio in Halifax.

The event was in support of Creating Communities of Care which is a project to support urban Indigenous and African Nova Scotian women who have experienced violence. It was a great night of boxing which included Audi Halifax's very own Michael Page taking part in the main event.

It was a packed house, full of excitement! Audi Halifax was very proud to help support and give back to such a great program that helps some of the most vulnerable individuals in our communities.

*Submitted By: Michael Page, Service Advisor, Audi Halifax*



## PEI Steele Dealerships Support IWK

PEI's three Steele stores Subaru of Charlottetown, Discover Kia, and Experience Hyundai were proud to work collectively alongside all of Steele dealerships in 2022 to fundraise a grand total of \$57,209 for the IWK Foundation.

It is great to do such important work for this incredible organization alongside your peers/co-workers.

*Submitted By: Amy Greene, Marketing Specialist, Subaru of Charlottetown*



*Subaru of Charlottetown (L-R): Fahad Ahmed, Richard Wills, Andrew Karpov, Patsy Tremblett, Sandra Smith, Samreen Zaki, Emily Le*



*Experience Hyundai (L-R): Moe Dayfallah, Jessica Murray, Matthew Fraser, Jacob Savidant, David Wigmore, Depen Darjee, Justin Thistle*



*Discover Kia (L-R): Kent MacLeod, Jefferson Iza, Mark Jones, Paul MacLeod, John MacPherson, Darcey Lawrence*



# INVESTING IN OUR COMMUNITY

## Steele VW Jeans Day For The IWK

Steele Volkswagen kicked off its 2023 Jeans Day campaign for the IWK Foundation in January!

On Fridays, contributing staff donate to the IWK so they can wear jeans to work for the day. This feel-good Friday event could not provide funding to a better cause.

*Submitted By: Melissa Scott, Accounting Clerk, Steele Volkswagen*



## Subaru of Charlottetown Supports PEI Women and Wellness

Subaru of Charlottetown provided Gold Sponsorship of the 13<sup>th</sup> annual Bell Let's Talk Women and Wellness which was held on Saturday, November 5<sup>th</sup>. Women and Wellness is designed to empower and unite women while also increasing awareness of mental health issues and raising funds to support the work of the Canadian Mental Health Association – PEI Division.

A total of \$27,000 was raised at the event to help support the programs and services offered at CMHA PEI.

*Submitted By: Amy Greene, Marketing Specialist, Subaru of Charlottetown*



*(L-R): Samreen Zaki, Sandra Smith, Brittany Shea, Patsy Tremblett, Tanya Arseneault, Emily Le*

## Subaru of Charlottetown Wears Pink

Subaru of Charlottetown wore pink on February 22nd (Pink Shirt Day) to raise awareness of the impact bullying has in our schools, workplaces, homes, and online.

*Submitted By: Amy Greene, Marketing Specialist, Subaru of Charlottetown*



*Back row (L-R): Sohrabul Islan, Lucy Benoit, Brittany Shea, Tanya Arseneault, Terry Frizzell, Thang (Ricky) Pham, Samreen Zaki*

*Front row (L-R): Sam Joseph, Patsy Tremblett, Richard Wills, Adam Stewart, Fahad Ahmed*

## Addiction : Road to Recovery Podcast

I invite you to watch our podcast - Addiction: Road to Recovery. I had Nova Scotia Minister, Brian Comer, and Chief Officer of Medical Health and Addictions, Dr. Sam Hickcox on my last episode. The objective of the podcast is to get information out to the public about those suffering from addiction and mental health issues. The pandemic has highlighted an increase in addiction, suicide, and mental health awareness.

You can find us on our YouTube page by following this link: <http://bit.ly/40FsIPq>

*Submitted By: Carey Murphy, Sales, Halifax Chrysler*



*Carey Murphy*



*Nova Scotia Minister, Brian Comer and Chief Officer of Medical Health & Addictions, Dr. Sam Hickcox*

### STAY CONNECTED:



# OUR PEOPLE

## Experience Hyundai Celebrates Random Acts of Kindness Day

Experience Hyundai celebrated random acts of kindness day by giving back to their customers!

The service department took care of a couple of service bills and gave gifts to some greatly appreciated customers..

*Submitted By: Amy Greene, Marketing Specialist, Experience Hyundai*



*Pictured, above and below (L-R): Random lucky customers, Justin Thistle, Service Manager & Sarah Stevens, Service Advisor*



## Outlook Magazine Article

North America Outlook Magazine interviewed our President and COO, Kim Day, about Steele Auto Group's one-step-ahead approach to business, and her own career in a male-dominated industry and "Being recognized as one of 100 Leading Women in the North American Auto Industry by Automotive News was a very proud achievement."

Read article: <https://bit.ly/3JS7mS0>

#whysteeleauto #steeleautogroup  
#northamericianoutlookmag

*Submitted By: Janice Kehoe, Executive Assistant, Head Office*



## First Ever All-Star Visionary



Tracey, with her dynamic style, has been named the FIRST EVER All-Star Visionary for the LLSC. She is heavily fundraising for this incredible cause which is near and dear to her. Below is the press release shared with us on the competition. All of us at Steele Auto Group could not be prouder of Tracey and her great work and support of the LLSC.

Excerpt from LLSC Press Release:

Now in its fourth year in Canada, the campaign continues to reach new heights and is expected to surpass the results achieved last year – in 2022, the campaign in Atlantic Canada raised more than \$345,000. For the first time, we are launching our "All-Star" candidate class in which former participants of this campaign run for the opportunity to be the 1st ever Visionary of the Year All-Star. We're thrilled that Tracey Scanlon from the Steele Auto Group who won the "Woman Of the Year" title in 2020 will be joining this prestigious group.

"Congratulations and thank you to our fearless candidates leading the way to cure blood cancers," says Alicia Talarico, The Leukemia & Lymphoma Society of Canada's president. "We are proud to partner with leaders from across the country to help amplify the efforts that support people affected by blood cancer and their families."

The funds raised through the Visionaries of the Year competition will be directed towards:

- New research approaches and therapies that are saving more lives.
- Timely and critical information and support for those newly diagnosed people in treatment, and those navigating life after blood cancer.
- Public education for healthcare professionals who are involved in the care of those affected by blood cancer.

I do what I do for the LLSC to be the voice for anyone who has lost a loved one to blood cancer, has fought the battle with a loved one and survived, or anyone who needs my support to keep fighting until we find a cure so we don't have to watch family, friends and anyone we come in contact with suffer from blood cancer" says Tracey Scanlon "As Atlantic Canada's first All-Star Visionary of the Year candidate in this initiative, I'm happy to raise funds to support education and support programs right here at home."

The Visionaries of the Year competition ends on June 1<sup>st</sup>, 2023 with a grand finale celebration.

To learn more about Tracey and support her, please visit Halifax: Tracey Scanlon - The Leukemia & Lymphoma Society of Canada ([llscanada.org](http://llscanada.org)).

*Submitted By: Janice Kehoe, Executive Assistant, Head Office*

WELCOME  
TO THE  
TEAM

## Welcome New Steele Volkswagen Team Members!

Steele Volkswagen sends warm welcomes to Olu Ogunlaiye (Controller) and Filip Cejpa (Sales) to the Steele VW family!

We are very happy to have you both.

*Submitted By: Patrick Lawrence, General Manager, Steele Volkswagen*



*Olu Ogunlaiye*



*Filip Cejpa*

## Finance Team Shout Out

Wishing Hannah Lockwood congratulations on achieving her CPA Designation! This huge accomplishment took a lot of dedication and hard work. We are very proud of her achievement! Hannah began her journey with Steele Auto Group in 2019 as a co-op student. After a couple of work terms, it was evident - she was destined to be part of our finance team. Some of her achievements at Head Office include: acting Controller for stores, assisting with acquisitions, managing the tax submissions with Deloitte, preparation of our Consolidated Financial Statement and more.

To say we are proud of Hannah is an understatement. We are so happy for her and proud to have her as a member of our finance team. Congrats Hannah!

*Submitted By: Jacqueline Lahey, Corporate Controller, Head Office*





# OUR PEOPLE



## After Over 40 Years, Mike Perrodou Retires

Mike Perrodou, our senior technician & shop foreman retires. I guess he figured after over 40 years it was time to put away the wrenches.

A little bit about Mike Perrodou (disclaimer, the timeline might not be exact, but pretty close):

- He Graduated from auto mechanic school class of 1980.
- Worked at Chapman Volvo on Agricola Street (1980 – 1985).
- Volvo relocated, however, Mike stayed in the same building which turned into a Jeep/Renault dealer.
- He stayed until about 1990 and went to work at the new Volvo location until 1992.
- At that point, the owner of Volvo opened up a Passport International Automobiles (PIA) dealership, a Canadian network owned by General Motors, which sold vehicles from Isuzu and Saab as well as its own branded Passport Optima.
- Over the next decade, this dealership changed hands / GM restructured and turned into a Saturn, Saab, Isuzu dealer, which changed to a Saturn & Saab dealership, and then to just a Saab dealer until around 2011.
- The building changed hands, but Mike continued on with the owner of the Saab dealer, which was now a used vehicle sales dealer with a service department that continued to service Saab and Saturn.

• As a loyal/dedicated person, Mike stayed to the end and then moved on to join us at Steele Hyundai Halifax. We are so glad to be the last stop on his 4-decade-long auto career journey.

• He worked as a licensed technician with us until a few years back when our shop foreman retired. He stepped into that role.

Some fun facts:

- Business related: He still services a handful of Saabs right here at Steele Hyundai to some very loyal long-term customers.
- Hobby-related: He loves the Saab brand and drives a 2008 Saab 9.3 as his daily driver (in fact he owns a pick-up truck that he stores for the winter).
- He is also a British auto enthusiast and has a 1973 Triumph TR6.
- Family-related: He has been married for 25 years and has two daughters whom he is extremely proud of.

We are so grateful to have had him as part of the Steele Hyundai family..

*Submitted By: Janice Kehoe, Executive Assistant, Head Office*



## Happy Retirement, Allan McQuaid!

Discover Kia bid a fond farewell to one of their own, long-time Technician Allan McQuaid retired after close to 10 years with Kia and Discover Kia celebrated with an evening on the town!

Allan's hard work and dedication to the company have not gone unnoticed and we sure are going to miss him.

Allan, we wish you nothing but the best, and hope you enjoy every moment of your well-deserved retirement!

Sincerely, your Kia and Steele Auto family.

*Submitted By: Amy Greene, Marketing Specialist, Discover Kia*



# OUR PEOPLE

## Subaru of Charlottetown Celebrates Their Apprentice

Subaru of Charlottetown's Apprentice, Olivia Gibbs, recently received her Motor Vehicle Safety Inspection Mechanic License.

This is a huge accomplishment, and we are thrilled to see what she accomplishes next. Congratulations to you Olivia!

*Submitted By: Amy Greene, Marketing Specialist, Subaru of Charlottetown*



## Experience Hyundai Celebrates International Pi Day

Experience Hyundai celebrated International Pi - 3.14 Day by treating the team with some delicious pies.

*Submitted By: Amy Greene, Marketing Specialist, Subaru of Charlottetown*



(L-R): Morgan MacNeill, Sarah Stevens, Depen Darjee, Kevin Maccormack, Jacob Savidant

## 2022 Top Sales Performers Canada

On March 25<sup>th</sup> we had the great opportunity to celebrate our 2022 Top Canadian Performers. We changed things a little last year with setting things up in Import/Domestic/Luxury categories.

What an incredible team of strong performers we have! You all never cease to impress us with your outstanding sales skills and professionalism.

*Submitted By: Janice Kehoe, Executive Assistant, Head Office*



### TOP 5 - IMPORTS



1  
Sheldon Martin  
Steele Honda



2  
Steven Qiang  
Steele Volkswagen



3  
Jason Carlson  
Steele Mitsubishi



4  
Mesh Al-Harbi  
Steele Hyundai



5  
Ian Wang  
Steele Mazda St. John's

### TOP 5 - DOMESTIC



1  
Kent Walsh  
Steele Chevrolet Dartmouth



2  
Jenelle Hickey  
Humber Ford



3  
Tristan Croft  
Steele Chevrolet Dartmouth



4  
Jarrett Fowler  
Steele Chevrolet Dartmouth



5  
Lester MacMaster  
Tantramar Chevrolet

### TOP 3 - LUXURY



1  
Marc Williams  
Mercedes-Benz St. John's



2  
Matt Gove  
Jaguar Land Rover Halifax



3  
Ran Jin  
Jaguar Land Rover Halifax

Congratulations!



# OUR PEOPLE

## 2022 Top Sales Performers USA


Looking forward to when we can celebrate our Top US Performers. We changed things a little last year with setting up two categories: Import and Domestic.

What an incredible team of strong performers we have. You all never cease to impress us with your outstanding sales skills and professionalism.

Submitted By: Janice Kehoe, Executive Assistant, Head Office



### TOP 5 - IMPORTS



1  
Josh Leal  
Steele Hyundai  
New Braunfels

Photo not available


2  
Michael Ford  
Steele Hyundai Kyle

Photo not available

3  
Marial Malave  
Steele South Loop Hyundai

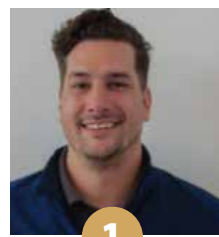
Photo not available

4  
Wesley Hewitt  
Steele Hyundai  
New Braunfels

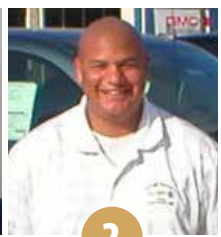


5  
Preston Gleaton  
Steele Hyundai  
New Braunfels

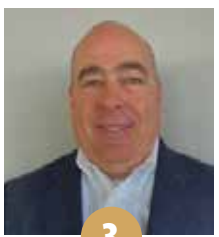
### TOP 5 - DOMESTIC




1  
Marshal I Pantalion  
Steele GMC Round Rock



2  
Josh Mendoza  
Luling Chevrolet Buick GMC



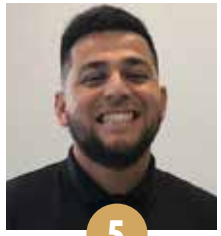
3  
Ryan Mulvaney  
Steele Chrysler Jeep Dodge



4  
Martin McCoy  
Steele GMC Round Rock

Photo not available

TIED 4  
Marla Garza  
Steele Chrysler Jeep  
Dodge Ram Lockhart



5  
Josh Crouch  
Luling Chevrolet Buick GMC

## Big Baby News

Congratulations Victoria!

We would like to extend big congratulations to Victoria Jackson and her family on the birth of their son.

They welcomed their first child on January 3<sup>rd</sup>, 2023. Henry was born at the IWK in Halifax, weighing 11lbs and 11oz. Victoria has been an Administrative Assistant at Colonial Honda for the last 5 years and looks forward to welcoming customers again after her maternity leave.

Welcome to the Steele Auto family Henry!!

Submitted By: Nicole Parcon, Administrative Assistant, Colonial Honda



Victoria Jackson and Henry

## Service Consultant Win

Kim won 1<sup>st</sup> place for the Atlantic Region in the 2023 Kia Service Consultant National Cup!

Kim has been a Service Advisor with Gander Kia since July 2020.

We are so proud to have you on our team. Thanks for all you do for our customers.

Submitted By: Gaye Philpott, Service Manager, Gander Kia



Kim McKenna, Service Advisor

Congratulations!

# OUR PEOPLE

## Welcome, Baby Yukio!

On February 4<sup>th</sup>, Service Technician - Alan Carreras and his wife, Maria, welcomed their son, Yukio Carreras, into the world. No doubt they are having sleepless nights, but as we all know, it will soon seem like a distant memory. Congratulations, Alan and Maria!

*Submitted By: Bridgette Guenter, Accounting Manager, Steele GMC of Round Rock*



Yukio and Alan



Yukio and Maria



Yukio Carreras

## Steele Hyundai Kyle Texas - Team Shout Out

As an employee at Steele Hyundai Kyle Texas, I wanted to take a moment to recognize one of my coworkers.

Nick Cumiford is ALWAYS helpful, and more often than not, no one needs to prompt him to do so. He is genuine and willing to step up and is happy doing it. Nick's can-do attitude has gotten him recently promoted to Service Lube Advisor.

I cannot express what a positive difference he makes here.

Thanks for all you do Nick!

*Submitted By: Anthony J Del Rio, Guest Relations, Steele Hyundai Kyle Texas*



## Happy Retirement Rick Wheeler & Congratulations Richard Davidson!

It is always bittersweet saying goodbye to great employees but we could not be happier for our Service Manager, Rick Wheeler, who retired at the end of March after 32 years in the car business. With Ricks's departure, we are then able to offer our congratulations to Richard Davidson another great team member who will be promoted into Ricks's role. Richard Davidson has been turning wrenches for over 30 years and we now look forward to his continued success as our new Service Manager. Richard comes with many accomplishments including Master ASE Certified GM mechanic and receiving the World Class Trophy Award from General Motors.

We offer our best wishes to Rick in the next new chapter and our congratulations to Richard on his promotion.

*Submitted By: Bridgette Guenter, Accounting Manager, Steele GMC of Round Rock*



Rick Wheeler



Richard Davidson

## Volkswagen & Audi Training



Our Volkswagen and Audi teams recently had the opportunity to visit Whistler, British Columbia for two days of training and meetings. Our team represented very well and was treated to sessions on lease maximization, product knowledge and upcoming product offerings. A large component of these meetings was the networking aspect - we were able to meet and interact with the people in the offices that we deal with daily! Making these connections was nice; I'm sure we will benefit immensely in the long run.

During the awards ceremony, held just before this picture was taken, Monica Geldart and Katie Stewart were called to the podium twice to accept awards for the Highest Penetration for Appearance Protection and the Cleanest Paperwork! They represented Audi Halifax very well and hopefully, next year, we

will have a few more people on stage to receive awards as well! Thanks to these great people for making the effort, it is always a challenge going for training. Between flying 5800 km, dealing with poor weather on the drive to Whistler (with an erratic bus driver), and a 4-hour time shift, these folks were engaged and involved in the training! .

*Submitted By: Mark Johnston, Group Prime Financial Services Manager, Head Office*



(L-R):  
Mark Johnston, Prime Finance Manager  
Pat Gallant, Vantage Motors Volkswagen  
Rhonda MacRae, Bridgewater Volkswagen  
Alice Prosser, Steele Volkswagen  
Peter Kendall, Bridgewater Volkswagen  
Katie Stewart, Audi Halifax  
Monica Geldart, Audi Halifax



# OUR PEOPLE

WELCOME  
TO THE  
TEAM

## Welcoming New Employees at Anchor Toyota

Anchor Toyota is pleased to be welcoming the following new employees to our team.

Mindy Rockwell started as a Videographer on December 12<sup>th</sup>, 2022.

Jordan Parker started as a Parts Advisor on December 1<sup>st</sup>, 2022.

We are very excited to have you as part of our team!

*Submitted By: Adam Hingley, Office Manager, Anchor Toyota*

## Our New Ford Family Addition

Congratulations to our service advisors, Logan Munroe and Alex Boutilier, on their new bundle of joy! Edwin Robert Eugene Boutilier was born on Friday, March 10<sup>th</sup>, weighing 6 lbs 12.5 oz. Also, congratulations to Trish Boutilier (AKA Nana T) - she's one very proud grandmother!

*Submitted By: Lynn Collins, Service Manager, Steele Ford Lincoln*



*Edwin Robert Eugene Boutilier*

## STAY CONNECTED:



## Subaru of Charlottetown Celebrates Employee Promotions

Subaru of Charlottetown celebrates two recent promotions. Former Service Video Advisor, Lucy Benoit, has been promoted to Service Manager, and former Detail Technician, Sam Joseph, was promoted to Parts Advisor. Lucy and Sam have been integral to providing excellent customer service and we want to wish them well in their new roles.

*Submitted By: Amy Greene, Marketing Specialist, Subaru of Charlottetown*



*Sam Joseph, Parts Advisor*



*Lucy Benoit, Service Manager*

# DEALERSHIP NEWS

## Experience Hyundai - Customer Excellence Award

Experience Hyundai won the Hyundai Canada Customer Excellence Award in Atlantic Canada for providing top notch Customer service in February 2023.

Congratulations to entire team at Experience Hyundai on the recognition of your incredible dedication to our customers.

*Submitted By: Amy Greene, Marketing Specialist, Experience Hyundai*



## Prince Edward Island Hosts the 2023 Canada Winter Games



From February 18<sup>th</sup> to March 5<sup>th</sup>, the entire country collectively became Islanders as we hosted the 2023 Canada Winter Games. The Games brought together 3,600 athletes, managers, and coaches, across 20 different sports, for the largest multi-sport event in the country.

Discover Kia and Experience Hyundai generously donated Kia and Hyundai SUVs to help shuttle athletes back and forth to the events.

It was such a great event to be involved with as we were able to showcase our beautiful Island in the winter (instead of the summer) as well as the feel-good opportunity to help some very talented athletes and organizers.

*Submitted By: Amy Greene, Marketing Specialist, Discover Kia & Experience Hyundai*



*Discover PEI (L-R): Canada Games Volunteer, John MacPherson, Canada Games Volunteer, Jefferson Iza*



*Experience Hyundai (L-R): Chris Murray, Kevin Maccormack, Jacob Savidant, Moe Dayfallah, Canada Games Volunteer, David Wigmore, Alan Nguyen, Depen Darjee, Canada Games Volunteer*

## Steele VW Tech is Certified Electric

Our Service Technician, Jonathan Carter, has successfully passed the Volkswagen Canada Electrification program!

Great accomplishment! Congratulations, Jonathan!

*Submitted By: Rob Murray, Service Manager, Steele Volkswagen*



## Electrified Gv70 Launch

In February, we celebrated our 5<sup>th</sup> year in operation with the unveiling of our building plans for our new location and launching the Electrified GV70.

It was an incredible turnout that included coworkers, industry professionals, as well as current and potential clients. Atlantic Livestream was on site to broadcast live on YouTube and Facebook for those that could not attend. RCR Hospitality provided us with great food and drinks as we turned the Cunard Centre into an amazing gathering where we had all our models on display, and the atmosphere was absolutely ELECTRIC!

*Submitted By: Josh Beaudreau, Genesis Experience Manager, Genesis Halifax*



*Josh Beaudreau, Genesis Experience Manager*



## Herbie Joins Steele VW

Our parts cart has been recently upgraded to look like the iconic VW Bug, 'Herbie' the Love Bug.

Staff and customers are loving the new look! Beep! Beep!!

*Submitted By: Bria Macdougall, Parts Advisor, Steele Volkswagen*





# DEALERSHIP NEWS

## 2023 Projects...So Far

2023 started off busy and promises not to let up.

Groundwork is underway for the new Genesis store on Kempt Road, and Steele VW, Dartmouth is well into a major renovation and is on track to open the new doors later this year.

Steele Honda St. John's is in the final stages of the renovation and the store looks amazing!

Site work has begun for the new Volvo of Halifax building in Bayer's Lake. This promises to be a cutting-edge facility that will incorporate many eco-friendly technologies including our first commercial solar panel installation.

The tendering process for Vantage VW renovation in Truro will close in early April, and we expect work to commence shortly thereafter.

Things are busy in Texas as well with a new Hyundai build in New Braunfels and renovations at Kyle Hyundai and South Loop Hyundai.

Steele Wheels bade a fond farewell to Mick and the boys, allowing construction of the facility to resume on April 3. Jennifer Holm's crew will then move in to get the collection ready for public display with a tentative opening of the long weekend in May.

That's all I have for you ... so far! .

*Submitted By: Glendon Macburnie, Project Manager, Head Office*



## HAVE SOMETHING TO CONTRIBUTE?

*We'd love to hear about it!*



You can submit your own stories, notes, ideas, employee milestones, comments by visiting:

**[steeleauto.com/newsletter](https://steeleauto.com/newsletter)**

# ...AND IN OTHER NEWS

## Subaru Master Cook-Off

On March 9<sup>th</sup>, our friend and esteemed chef, The Kilted Chef, Alain Bossé, hosted the Subaru Master Cook-Off, a competition amongst the General Managers at Steele Subaru, Subaru of Charlottetown, and Subaru of Moncton. The winner would receive the title of Subaru 2023 Master Cook-Off Champion as well as eternal bragging rights.

The three teams consisted of Steele Subaru General Manager, Matt Wilneff and sous-chef, Johnathan Owens (Apprentice Technician); Subaru of Charlottetown General Manager, Patsy Tremblett and sous-chef, Brian Younker (Finance Manager) and Subaru of Moncton General Manager, Bob Withers and sous-chef, Krista Delaney (Marketing Specialist).

Judging the Master Cook-Off were the following: Chef Ivan Chan, owner of Chan Orient Cuisine, Halifax; Deana Paul, home cook & foodie; and star member of the Kilted Chef's Brigade, Sara Mills from Dashboard Living.

Each team had 45 minutes to prepare and finish plates comprised of three mystery ingredients that were only revealed minutes before the time clock began. The mystery ingredients were feta, beets, and tenderloin steak. Aside from these ingredients, each team had on their table flour, rigatoni, and sugar as well as a table filled with shareable ingredients that they could choose from when their name was chosen randomly by draw.



*Shared table of ingredients*

The first twist of the competition came when Chef Alain mentioned that entire ingredients on the shared table could be taken by whoever had their name drawn first and the others would have to barter for parts or pieces of that ingredient should they want it. For example, when Matt Wilneff's name was drawn first, he took the entire supply of garlic and he didn't let his acquired ingredients go so easily.

The second twist came in when a fourth mystery ingredient was introduced halfway through the competition. The ingredient: FROOT LOOPS! It was mandatory that each team use this ingredient with their finished plate.

Despite the anxiety of Patsy and Brian losing power at their station 10 minutes in, and the introduction of the fourth mystery ingredient, each team completed their plates on time. Patsy and Brian were given some extra time, but they stayed calm, cool and collected.

Matt and Johnathan created a pan-seared tenderloin with roasted beet and salad avec Froot Loop vinaigrette, Patsy and Brian created a BAD-ASS beef tenderloin with vegetables sauteed in red wine, spinach & beet salad with feta, lemon & beet juice dressing. A mini spinach, mushroom and crushed Froot Loop omelet. Bob and Krista created a pan-seared tenderloin, basted with butter and a pasta salad made with rigatoni, beets, feta and tomatoes, using the Froot Loops as a garnish on the plate.

It was a very close call but the judges voted that Matt and Johnathan had the winning dish. Their creativity with the use of the Froot Loops, the perfectly done steak and beautifully plated dish won the judges over. A close second was Patsy and Brian, followed by Bob and Krista. The judges mentioned that Bob opting to use the Froot Loops as garnish and not included as an ingredient is what earned him third place. Bob, the ever-competitive home chef & foodie and new member of the Kilted Chef's Brigade, will know better for future cooking competitions.

A special thank you to all who were involved in making this special event happen!

You can watch all the fun that went on that day when it is posted to YouTube as well as on social media. Keep your eyes peeled, you won't want to miss it!

*Submitted By: Krista Delaney, Marketing Specialist, Subaru of Moncton*



*The Judges and our Host cheerfully looking on.  
L-R: Deana Paul, The Kilted Chef, Alain Bossé, Chef Ivan Chan and Sara Mills*



*Matt Wilneff proudly displaying his trophy, and  
Johnathan Owens with their prize -  
A Kilted Chef brand Cutting Board*



*The winning dish - pan-seared  
tenderloin with roasted beet salad  
and Froot Loop vinaigrette.*



*Bob Withers and Krista Delaney with their  
pan-seared tenderloin and pasta salad*



*Patsy Tremblett and Brian Younker with their  
BAD-ASS beef tenderloin, sauteed vegetables  
and Froot Loop omelet*



*L-R: Jean-Pierre Renaud, Brian Younker, Patsy Tremblett, Bob Withers, Krista Delaney,  
The Kilted Chef, Allain Bossé, Matt Wilneff, Johnathan Owens, and Darren Blinn*



# ...AND IN OTHER NEWS

## Unzipped Exhibit Wraps Up

Just as Steele Wheels was wrapping up construction and getting ready to open, we discovered we would be hosting The Rolling Stones UNZIPPED Exhibit.

It presented some challenges and offered many new opportunities.

However, nothing could have prepared me for the powerful learning experience that UNZIPPED would present: I somehow hired the most incredibly positive and diverse 24 people imaginable. Retirees, students, and simply go-getters looking for a part-time job, or jobs number 2 or 3, were among my team. No absenteeism, no negativity. Simply positive energy, smiles, and eagerness from day one to day eighty-eight.

International students, Zain and Dylan, would become close friends as they experienced snow together for the very first time at Steele Wheels. Mark, a retired EHS supervisor, was on hand when a guest required medical assistance. Collin, a budding stand-up comedian, now has a new support crew in his audience. Terry, a retired archivist, has contributed greatly to exhibits for Steele Wheels and was actually able to assist in the pack up of UNZIPPED as an experienced art handler. Pictures are now being sent to me of members of my team getting together socially.

On the last day of UNZIPPED, I brought everyone in as some, even after 88 days, had never worked together. It was much like graduation day; the exchanging of phone numbers and email addresses and promises to stay in touch.

The experience of UNZIPPED, for me, was bittersweet. It wasn't part of my Steele Wheels plan, but the rewards it offered, and the lessons learned, are undeniable. As they say, "You can't always get what you want, but if you try, sometimes, you just might find you get what you need."

The moment the music stopped on March 19<sup>th</sup>, tear down began and we kicked into high gear.

The Steele Wheels Motor Museum opens on May 20<sup>th</sup> and we cannot wait to share with all of you the exciting exhibits and calendar of events we have in store, not to mention: you haven't seen the last of my team's smiling faces!

*Submitted By: Jennifer Holm, Operations Manager, Steele Wheels*



## Safety Is #1

The Steele Volkswagen safety committee was pleased to show off their 2022, 100% safety audit result at our recent safety committee meeting.

We are very proud of this accomplishment. Creating a safe work environment for our employees is always top of mind.

Incredible job, team!

*Submitted By: Patrick Lawrence, General Manager, Steele Volkswagen*



(L-R): Corey Mosher, Elvis Robar, Patty Lawrence, Melissa Scott, Mike Hart, Stephan Schulz, Rob Murray



*Pictured above: Ryan, Amber, Collin, Brenda, Jonas, Don, Dylan, Zain, Jonah, Bernadette, Jeremy, Peter, Tony, Mehfray, Sparrow, Matthew, Sharon, Emily, Daniel and Jennifer. Missing from photo: Mark, Signy, Marc, Terry, and Sue*

## STAY CONNECTED:



# ...AND IN OTHER NEWS

## Data Digest - Fraud Prevention Month

With March marking Fraud Prevention Month in Canada, the IT, Security, and Business Intelligence teams wanted to take the opportunity to share some exciting progress on data protection initiatives as well as some helpful tips for safeguarding your data and the data entrusted to us by our customers.

According to the RCMP, fraud in 2022 led to over \$500M in losses for Canadians, approximately 40% more than the previous year. In the US, cyber criminals stole almost \$7B from individuals. The losses faced by organizations in both is even more jarring. Each year fraudsters and hackers get more sophisticated, and it is critical that we all be aware of ways to protect ourselves.

As part of the Data Foundations Project, all corporate data will be migrated to a secure, trusted and centralized source in the cloud. This new data environment will have full encryption of all data - both while it is in transit to the new environment, as well as when it is at rest within the environment. With full-control over the security of our data, we will be able to ensure that the highest standards are in place to protect our employee and customer information.

However, data protection is everybody's responsibility. Being aware of high-risk activities and learning how to protect yourself can ensure that our data remains secure. Some things to keep in mind are:

### Device Protection & Privacy Settings

With more people relying on mobile devices for everyday activities, it is imperative that devices are protected. Mobile devices and the apps within them often have adjustable privacy settings allowing you to control the information shared with them, such as location tracking and personal information. Ensure that your settings are such that the app only receives the data it needs to perform the task you're expecting of it. Run an occasional audit on all apps to ensure they are not overreaching.

### Passwords

Always protect devices and accounts with secure passwords. Avoid using personal information such as the names of children or pets, addresses or known hobbies as passwords. Enable and utilize Multi-Factor Authentication wherever possible, and do not share passwords with others or store them in non-secure areas.



### Personal Information

When being asked for personal information, only relay information needed and do not be afraid to question how your data will be used and/or stored and even how and when it will be discarded.

### Discard with Caution

Ensure devices and documents are discarded safely. Mobile devices should be restored to factory settings when recycled, sold, or given to a new user. Computers, including laptops and tablets should have hard drives destroyed before they are discarded. It is best to use a reputable electronics recycler who can provide a certificate of destruction. When discarding documents with personal information, such as bank statements, tax forms or utility bills, use a shredder to destroy the documents before recycling. Never put sensitive documents in a general receptacle.

### Phishing

Be skeptical about incoming emails, and do not click links or view attachments from senders that are unfamiliar or unexpected. Savvy hackers can impersonate people from your network to establish trust. If you're unsure - verify!

### Maintain Separation Between Personal and Work Devices

The security safeguards that the Group has on corporate devices does not extend to your personal device. Ensure that all personal activity remains on personal devices.

We have seen organizations across the world, and in our own backyard brought down by ransomware and infiltrations. By working together and being vigilant we can ensure that our customer and employee data remains secure. Thank you for all your support, and as always, if you have any questions, please do not hesitate to reach out!

*Submitted By: Jenn Hutton & Jeremy Adamson, VP of IT & VP of Business Intelligence - Head Office*

## Health Check-Up For Spring

It's time for your vehicle to get an inspection, change seasonal tires, replace wiper blades, but this is also a time to do a check-up on yourself. After a winter of bulky clothes, comfort food and inactivity, this is when we start to think of finding ways to shed weight and get fit.

### Here are a few tips to help to get you started:



**WATER** - Start your day with a glass as well as 30 minutes before each meal. Swap out a coffee or energy drink for water. Water flushes your body, improves digestion, decreases appetite and increases energy (just to name a few benefits).



**SCHEDULE YOUR WORKOUT** - When you fail to plan, you plan to fail. Schedule it a doctor's appointment, that way you're more likely to stick to it.



**MEAL PREP** - Prepare healthy meals and snacks ahead of time and you will be less likely to grab take-out, unhealthy snacks or go hungry only to binge later.



**SLEEP** - It's the glue that keeps everything in balance. It gives you energy to work out, it regulates your appetite, improves the immune system and so much more.

I have been in the auto industry for over 30 years and have had my own struggles with consistency in my health and fitness goals.

I have tried every diet, fad and gimmick. They may work short-term, but none were sustainable. I never thought I would break free from the diet cycle, but I did!

It is much easier when you have a clear path and know the steps to take and how you can navigate around your blind spots.

If this sounds familiar to you, I invite you to follow me to get tips and tricks that may work for you too. If you are looking for help finding your path, please reach out!



sherihhealthcoach



Sheri Vautour



Sheri Vautour

*Submitted By: Sheri Vautour, Financial Services Manager, Steele Chevrolet*



# ...AND IN OTHER NEWS



## Herm's Home Hacks

### Be Proactive

Well the great weather is upon us, finally, and everyone will be busy with vacations, outdoor hobbies and just having a blast! Having all this great fun is the best... but don't forget to spend a little time to check some maintenance items at home.

Just like your car needs... a little preventive maintenance at home will go a long way and really save you time, frustration and money down the road. It doesn't take long, and you can do most of it yourself.

### Seasonal Spring Maintenance

- Vacuum the lint from the hose of your clothes dryer.
- Clean windows and repair any ripped screens. If a screen has a large hole in it, it is time to replace it.
- Check gutters for clogs. Clean out any debris and make sure gutters and downspouts are secure.
- Check the ground around the foundation of your house. The ground around the foundation should slope away from your house.
- If you have a sump pump, test it to make sure it's working properly.
- Test carbon monoxide and smoke detectors and replace batteries to ensure working when needed.
- Test any GFCI\* outlets: plug in a lamp, hit the test button and then the reset button to see if it turns the light off and then on again.
- Check trees around the house to make sure they're not threatening wires/power lines. If they are, call a tree service to safely trim back branches.
- Check the roof. If you find holes - crumbling, blistering, or rotting roofing it might be time to replace.
- Change furnace filters.

*Submitted By: Mike Herman, Property Manager, Head Office*

### STAY CONNECTED:



# ...AND IN OTHER NEWS

## Atlantic Immigration Program

Steele Auto Group would like to announce that all our dealerships, collision centers and powerhouse dealers in Nova Scotia have been designated under the Atlantic Immigration Program.

The Atlantic Immigration Program (AIP) is a Canadian immigration program and a pathway to Canadian permanent residency for skilled foreign workers and international graduates from Canadian institutions who want to work and live in one of Canada's four Atlantic provinces—New Brunswick, Nova Scotia, Prince Edward Island or Newfoundland and Labrador. The AIP is an employer-driven program that assists employers in hiring qualified candidates for jobs they haven't been able to fill locally. Also, the program aims to attract and retain skilled foreign workers to help grow the economy of the region.

The Atlantic Immigration Program was initially launched in 2017 as a 5-year pilot program as part of the Government of Canada Atlantic Growth Strategy. The Pilot was launched to test different ways to attract and retain skilled foreign nationals to Atlantic Canada. In October 2020, the Government of Canada published an evaluation of the Atlantic Immigration Pilot report. The report indicated that the Pilot successfully supported labour market needs in Atlantic Canada due to its unique employer-driven model, improved settlement agencies support, and federal-provincial partnership approach. On January 1, 2022, the Atlantic Immigration Pilot Program (AIPP) became a permanent immigration pathway.

For a forging national to be eligible to apply under the Atlantic Immigration Program, they must meet five main requirements.

### 1. Job Offer

First, the principal applicant must have a job offer from an AIP-designated employer.

### 2. Work Experience

The second requirement is work experience. The principal applicant must have worked at least 1,560 hours in the last 5 years. The work experience must meet the National Occupation Classification (NOC) TEER requirements and must include the actions in the description of your NOC, and most of the main duties of your NOC.

To calculate the hours:

- Count hours worked in full-time and part-time jobs.
- Count only paid hours of work without the volunteering, unpaid internships hours or when you were self-employed as they don't count towards AIP endorsement.
- Count hours worked inside Canada and abroad. You must have been legally authorized to work as a temporary resident in Canada.
- Count hours that were accumulated over a period of at least 12 months.
- You can count the work experience you gained while you were studying as long as the work hours comply with the conditions of your study permit.

For international students, they don't need to meet the work experience requirements if they are international graduates who have completed a degree, diploma, certificate, or trade or apprenticeship certificate that was at least two years of studies and is from a recognized post-secondary institution in one of the four Atlantic provinces. The international graduate was a full-time student during the entire study period. They had the required legal status to work, study or get training while living in Canada. Also, the international graduate must have lived in one of the four provinces for at least 16 months during the two years before graduation.

### 3. Educational Requirements

The principal applicant must meet one of the following language requirements:

- If the job offer at the NOC 2021 TEER 0 or 1 category, you must have a Canadian one-year post-secondary educational credential or higher or the equivalent from outside Canada.
- If the job offer at the NOC 2021 TEER 2, 3 or 4 category, you must have a Canadian high school diploma or the equivalent from outside Canada.

If the principal applicant studied outside of Canada, then they must get an Educational Credential Assessment to confirm the studies are equivalent to the Canadian educational standards needed for the position. The educational credential assessment report must be less than five years old on the date the IRCC receives the application.

### 4. Language Requirements

To be eligible to apply under the Atlantic immigration program, the principal applicant must submit the language test results from a designated testing organization, and the results must be less than two years old when you submit your application. To meet the minimum language requirements based on the job offered, NOC 2021 TEER are

- For NOC TEER category 0, 1, 2 or 3 job offers, you need a Canadian Language Benchmark (CLB) or Niveaux de compétence linguistique canadiens (NCLC) level of 5.
- For NOC TEER category 4 job offers, you need a CLB or NCLC level of 4.

### 5. Settlement funds

The principal applicant must have enough funds slash money to support themselves and their family when they get to Canada. The amount of funds needed depends on the family size. This requirement is only for individuals living outside of Canada, but if they are already living and working in Canada with a valid work permit, they do not need to show proof of their funds.

Steel Auto Group supports their employees to obtain their permanent residency under the Atlantic immigration program. We are very excited to assist all our current and future employees in obtaining Canadian permanent residency and to settle in one of the four Atlantic provinces. If you would like to learn more about different ways Steel Auto Group can assist you to start your careers in Canada, please get in touch with Yasmin Elherbawy, the Immigration and Settlement Specialist, at [Yelherbawy@steeleauto.com](mailto:Yelherbawy@steeleauto.com)

*Submitted By: Yasmin Elherbawy, Talent Acquisition Specialist, Head Office*





# HAVE SOMETHING TO CONTRIBUTE?

*We'd love to hear about it!*



You can submit your own stories, notes, ideas,  
employee milestones, comments by visiting:

**[steeleauto.com/newsletter](https://steeleauto.com/newsletter)**

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