

## FROM THE DESK OF JUDD SHADER, CEO

Summer is upon us and we are officially into "Selling Season"!

As many of you know our Big O Tires division recently had their annual national convention in San Diego, CA. LWG had our best showing yet as we took a multitude of team members with us. We set the goal for any Big O store manager that did over 2 million in annual sales in 2016 would go to the national convention. It was such a success we will be offering the same in 2017 and building upon it! **Who is going to San Antonio?**

One of the many highlights of our national convention within the Big O division was hearing the renowned speaker Dave Anderson. David highlighted 4 different types of team member on any given company's payroll – "Undertakers, Caretakers, Playmakers and Game Changers". Clearly stating that these four types are not skill sets, job descriptions or positions, but they are mindsets within!

### The Four "Mindsets":

- **"Undertakers"** – Dead weight holding us down, negative to everything and question anything that's new or outside of the box thinking.
- **Caretakers** - Baseliners that do what is required of them and no more – steady and dependable, may have an occasional great day, but they are not going to determine a weeks or month's outcome. They focus on holding ground, or not losing ground but haven't developed killer instinct to take new ground or truly go "Full Speed Ahead".
- **Playmakers** – Normally have more energy or drive than caretakers. They will energetically attack any task. They will have great months from time to time but aren't high impact enough to carry you to a great year. Playmakers can grow into game changers if the "mindset" shifts, holding the ability to be great and get to that next level.
- **Game changers** – Relentless, unstoppable and committed to fully developing talent and applying their own daily motivation consistently. *'Hard work beats talent when talent doesn't work hard'*
  - "They aspire to become the best at what they do, period. It's not a passing interest but a consuming obsession. They might not love the process any more than the caretaker or playmaker, but love the outcome that the process brings, so the process is followed every time, every day (*Every Customer, Every Ticket, Every Time*)."

I ask each and every one of our Team Members, what mindset do you fall under? What mindset example do you set for your fellow team members around you, and what mindset do you employ and allow on your team?

To get to the lofty goals that come with working for LWG, we all need to strive to be the Game Changers!

### FULL SPEED AHEAD!

*Judd Shader*

Judd Kyle Shader, CEO



## NEW AURORA, COLORADO BIG O TIRES IS OPEN FOR BUSINESS!!!



Leeds West Groups (LWG) is excited to announce the official opening of our newest shop location in Aurora, CO (Aurora Mall). LWG has purchased a Tires Plus location, and re-branded it into a Big O Tires location, with the grand opening on June 1, 2017. This new location is under the District Management of District Manager Wil Cancanon and is off to a *fantastic* start! Welcome Big O Store Number 12!



# EMPLOYEE SPOTLIGHT

## JEREMY HELLER | Midas Colorado Blvd. Denver, CO - Store Manager

This month, we are spotlighting our team member Jeremy Heller, Store Manager at the Midas Colorado Blvd. Denver, CO shop. Jeremy has been with Midas for 20 years, and with LWG for over 18 years.

Jeremy grew up in the automotive business, working for his grandfather who owned three Auto shops in Denver. He graduated from Denver Automotive & Diesel College, first taking a job at Kent Denver School as their Head Grounds Mechanic. Holding positions at Goodyear and Firestone shortly after, Jeremy eventually landed at Midas in 1996 and hasn't looked back since.

During his time with the company, Jeremy has received several awards for Top Technician, multiple Pride of Midas', and multiple Sales Increase awards.

Jeremy attributes his success in his shops and in the business to the importance of being honest and fair with every customer, and treating the customer and entire team with integrity and respect.



He believes honesty and integrity is key towards building a strong team and core foundation, along with a positive attitude. He states, "If there's one thing that's constant in the world, it's change. Life will change without our permission, it's our attitude that determines the ride!"

Way to go Jeremy, keep up the GREAT work!!

# SHOP SPOTLIGHT

## MIDAS HWY 17 PARAMUS – PARAMUS, NJ

This month we shine the spotlight on Midas Paramus, New Jersey. This location has been around for over 50 years, and has a long-time reputation of being one of the best, most recommended shops in the area for excellence in customer service, satisfaction and repeat customers. The shop's success can be attributed to what they describe as their "family" of a well-rounded team of technicians combined with the incredibly knowledgeable and friendly office staff. Congratulations Midas Rt 17 Paramus on 50 years!!



Kristin Hladnev – Store Manager with 15 years Midas experience, & 25 years automotive industry experience. What makes her most proud of her shop is their reputation for phenomenal customer service.



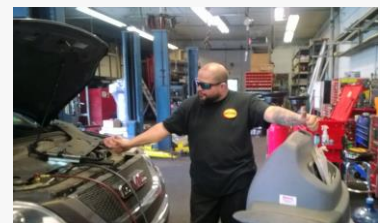
Nelson Morales – Bay Manager with 3 years' experience at Midas. Nelson has a proven track record in organizing the shop, managing Technicians and workloads, and keeping everything running smoothly at all times!



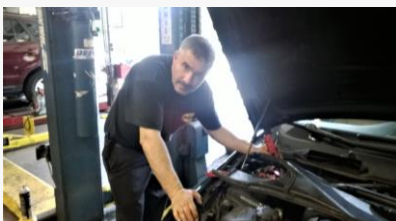
Orlando Alicea – Service Consultant with 2 years' experience at Midas. Orlando is responsible for customer relations, and does a great job helping customers understand the importance of vehicle repair and maintenance.



Arlene Cunningham – A Technician with Midas for over 20 years. A valuable addition to the team with his specialty in brakes, front end, alignment, AC, & engine repair.



Edward Martinez – A Technician with Midas since 1995. He is the Paramus shop MVP in welding, custom exhaust work, engine diagnosis, and electrical repairs.



David Dasilva – a Technician with Midas for over 17 years. He specializes in brakes, front end, and engine diagnosis. He gets the job done right, and usually in half the booking time!



Carlos Selis – The newest shop team member. Carlos specializes in maintenance/mileage interval services, and has a well-seasoned knack to perform a variety of mechanical repairs as well!



Shurace Cunningham – a General Service Mechanic with over 8 years' experience at Midas. Shurace is known for writing the best Courtesy Checks, due to his responsibility for performing the most oil changes, fluid/filter replacements and having a keen eye for finding other vehicle repairs.





## SPECIAL OPS WITH JEFF GENUARIO, COO

Car Count is the most crucial number in our business. Without cars in our bays, we cannot do anything. Well I have some good news on that front - "Summer Selling Season" is in full swing! Right now, our customer's are hitting the roads and putting those crucial miles on their vehicles. Our car counts should be as high as they are at any point during the year (except for Big O tire season.)

Our customers have many choices where to go for service and repair, let's let it be us to help them keep their vehicle safe and reliable on the road today. Every customer we lose to a competitor today, is one less opportunity we have with them tomorrow.

### Focus on these key areas to build crucial car count:

- "Own the Phones." A good call results in a commitment for the customer to go to your shop. Follow our process to get there.
- Say "Yes" and get their keys! "Yes we can do that" should be the first thing out of our mouths. Never use- "Can you leave it with me?"
- Use - "Is this the best number to call you?" Worst thing that can happen is they say "no" and we finalize a \$0 invoice and have the chance to market
- Collect emails. Just ask, it's that simple. It's such a good marketing tool.

- DB6 and get those approved apps. Lock that customer in for life.
- Stay positive and stay focused! 10+ cars waiting to get in should feel good! Stay focused on deadlines for your customers and it will work out.
- Create a winning culture. It's hot and hectic, so go the extra mile for your co-workers and make this time a win/win for everyone.
- Provide exceptional customer service. Create that bond with your customers and car count will stay high during the year.



All these must be done with the utmost honesty and integrity. This is what we've been waiting for. The time is now. Lets go capitalize.

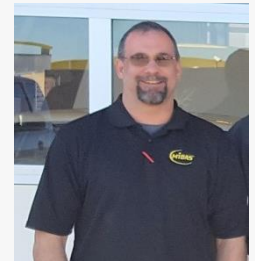
"Appreciate ya"  
Jeff Genuario, Chief Operating Officer and Board of Directors

## KEN HALL & RUSTY LAMBORN – NEW DISTRICT MANAGERS

Leeds West Groups (LWG) is excited to announce the addition of Rusty Lamborn and Ken Hall to the team of District Managers.

Rusty Lamborn began his career with Midas 20 years ago in Colorado Springs, Colorado as an Assistant Manager, quickly growing into a Store Manager position. Having shown results as a consistent top performer and team leader, Lamborn's promotion in assuming the next role of District Manager comes as no surprise. Lamborn specifically has lead his team to assume "Top Midas Shop Sales" for all LWG Midas locations nationwide.

Lamborn oversees 6 of the Midas locations in the Colorado Springs and Pueblo, CO region. LWG congratulates Rusty and looks forward to the continued growth under Lamborn's direction and leadership.



Ken Hall joins Leeds West Groups with over 10 years of management experience within the automotive industry - specifically 5 years with TBC Corporation on the Midas side as Manager of Shop Operations, and the last 2 years as TBC Corporation's Midas Northeast Franchise Business Consultant.

Ken Hall has demonstrated an innate leadership ability, wealth of industry knowledge and a true dedication to the Midas brand. Now assuming responsibility for LWG Midas locations in the Northeast Region 2, Judd Shader, CEO states, "Mr. Hall's new role as this region's District Manager will be a valuable addition in helping to propel the organization further into our rapid growth initiatives within customer service, sales process, and a big eye on tires."

LWG is honored to welcome Rusty Lamborn and Ken Hall to the team. Both will be valuable additions in helping to shape the vision of the company's growth. Full Speed Ahead!

## LATEST VENDOR CONTEST WINNERS



CONGRATULATIONS to the latest Advance Auto Parts Timing Kit Contest winners –  
**Midas Centennial, CO shop & Midas Colorado Blvd Denver, CO shop** for winning Apple & Android watches for their entire team!!



CONGRATULATIONS to the latest NAPA Filter Contest winners –  
**Wil Cancanon – Big O Tires CO**  
**Matt Lee – Midas CT**  
**Wes Kulczycki – Midas Palatine, IL**  
**Jim Leary – Midas King of Prussia, PA**  
**Josh Kemmerer – Midas King of Prussia, PA**  
**Alfredo Cuevaz – Midas Palatine, IL**





# WORK ANNIVERSARIES

Team Member	Shop	Date	Yrs	Team Member	Shop	Date	Yrs	Team Member	Shop	Date	Yrs
James Zuber	Midas CO Springs	7/5	28	Daniel Aupperlee	CO Midas Arvada	9/17	5	Brody Rodweller	NJ Midas Flemington	7/13	2
Goldie Davis	Corp Office (Accounting)	8/13	27	Troy Ewald	CO Midas Colorado Springs	7/8	4	Donald Ottesen	IL Midas Palatine	7/13	2
Vincent Barnes	CT Midas Stamford	7/5	26	Rob Carbaugh	IN/MI District Manager	7/16	4	Chris Gonzalez	CO Midas Pueblo	7/14	2
Michael Cannito	CT Midas Danbury	9/14	25	Ian Gnadt	CO Midas Lakewood (Wads)	8/15	4	Stephen Graham	CO Big O Greenwood Village	7/27	2
Rodrigo Agulay	CT Midas Norwalk	7/1	24	Oscar Diaz	IN Midas Mishawaka	8/19	4	Matthew Trexel	CO Big O Castle Pines	7/27	2
Ricardo Martinez	IL Midas Chicago (Clybourn)	7/18	17	Jason Knight	CO Big O Aurora (6th Ave)	8/19	4	Corey Mauritz	CT Midas Norwalk	8/3	2
Steve Kowaleski	IL Midas Palatine	9/30	15	Sean Callahan	CO Midas Danbury	9/30	4	Brandon Hanes	CT Midas Centennial	8/4	2
Christopher Douglas	CO Midas Colorado Springs	9/26	14	Chris Gray	Corp Office (Accounting)	7/10	3	Dustin Pokorny	WI District Manager	8/8	2
Matt Lee	CT District Manager	7/5	13	Donald Hemric	CO Big O Highlands Ranch	7/20	3	Paul Anderson	CT Midas Fairfield	8/17	2
Thomas Ehlers	CT Midas Norwalk	8/8	12	Matthew Ruby	CO Big O Arvada	7/21	3	William Kunze	IN Midas Mishawaka	8/20	2
Bryan Casey	IN Midas South Bend	8/12	11	Thomas Lorbeck	WI Midas Menomonee Falls	7/28	3	Cameron Culbertson	CO Big O Boulder	8/25	2
Ricky Homer	CO Big O Castle Pines	8/31	10	Daniel Poledna	CO Midas Centennial	7/31	3	Drue Hallee	CT Midas Fairfield	8/31	2
Ivan Madero-Capula	CO Midas Aurora	7/1	8	Andre Blanduing	CT Midas Fairfield	8/4	3	Orlando Alicea	NJ Midas Paramus	9/14	2
Brian Thompson	VP Midwest Operations	8/18	8	Victor Acquilla	CO Big O Chatfield	8/15	3	Hanna Jerde	Corp Office (Marketing)	9/14	2
Daniel Steinbrugger	CO Midas Pueblo	7/1	7	Bryce Hoepfner	CO - Englewood (Broadway)	8/18	3	Jim Leary	PA Midas King of Prussia	9/21	2
Anthony Smith	CO Big O Castle Pines	7/5	7	Juan Guerrero	WI Midas Milwaukee (Wisconsin)	8/26	3	Jim Evans	CO Big O Castle Pines	9/28	2
Kenneth Miller	CO Midas Centennial	8/1	7	Dino Dileo	PA Midas Mt Pocono	9/3	3	Matthew Jeffries	CO Midas Lakewood (Alameda)	9/29	2
Dawn Flynn-Leon	CT Midas Danbury	7/28	6	Christopher Collazo	DE Midas Newark	9/9	3	Kristine Eickmann	Corp Office (Accounting)	7/20	1
Shawn Kahler	CO Midas Colorado Springs	9/12	6	Richard Bauer	CO Midas Colorado Springs	9/30	3	Shiloh Martinez	CO Big O Broomfield	9/3	1
Josh Kemmerer	PA Midas King of Prussia	7/16	5	Angel Lugo	IL Midas Chicago (Lincoln)	7/13	2	Jordan Meyer	CO Big O Broomfield	9/20	1
Lydia Strand	Corp Office (HR)	8/20	5	Aaron Nevarez	CO Midas Lakewood	7/13	2	Michael Sturgeon	Corp Office (Accounting)	9/28	1

# BIRTHDAYS!

Team Member	Shop	B-Day	Team Member	Shop	B-Day	Team Member	Shop	B-Day
John Sadler	CO Midas Lakewood (Colfax)	07/01	Javier Flores	CO Big O Lakewood (Colfax)	08/02	Kathy Bray	Sr VP Operations Solutions	08/31
Ben Christiansen	CO Big O Castle Pines	07/01	Nicholas Naranjo	CO Big O Chatfield	08/02	Erik Mueller	PA Midas King of Prussia	09/01
Bryan Casey	IN Midas South Bend	07/04	Robert Fallon	PA Midas West Chester	08/03	Bryan Chik	CO Midas Lakewood (Wads)	09/01
Allen Groh	PA Midas West Chester	07/04	Dave Blodis	CO Midas Colorado Springs	08/04	Ian Wilson	CO Midas Denver (6th Ave)	09/02
Thomas Ehlers	CT Midas Norwalk	07/04	Tristan Young	CO Midas Englewood	08/05	Josh Mastas	CO Big O Boulder	09/02
Jim Leary	PA Midas King of Prussia	07/04	Michael Donnelly	PA Midas Thorndale	08/06	Heriberto Sotomayor	CO Big O Castle Pines	09/03
James Crumby	CO Big O Arvada	07/06	Jeffrey Thompson	WI Midas Milwaukee (Capitol)	08/09	Alexander Ross	IN Midas Elkhart	09/04
Tiffany Elliot	CO Big O Chatfield	07/06	Bryce Hoepfner	CO Midas Englewood	08/09	Aaron Miller	DE Midas Wilmington	09/04
Mark Hall	CO Midas Colorado Springs	07/07	Douglas Maltese	CO Big O Broomfield	08/10	Kenneth Holowka	WI Midas Milwaukee (Capitol)	09/05
Lucas Newman	PA Midas King of Prussia	07/08	Joshua Bielefeldt	IL Midas Homewood	08/11	Brennan Cotter	CO Big O Arvada	09/06
Cristian Duque	CT Midas Norwalk	07/09	Jim Zuber	CO Midas CO Springs	08/14	Shauna Smith	MI Midas Benton Harbor	09/06
Devon Bronson	CO Midas Arvada	07/11	Wendy Samour	Corp Office (Accounting)	08/15	Butch Smith	CO Midas Pueblo	09/07
Robert Higgs	IL Midas Chicago (Lincoln Ave)	07/12	Christopher Sellers	PA Midas West Chester	08/15	Cameron Alford	CO Midas Colorado Springs	09/08
Ivan Capula	CO Midas Aurora	07/12	James Johnson	IN Midas Mishawaka	08/16	Alexander Elliott	CO Big O Chatfield	09/08
Michael Shane	CO Big O Centennial	07/13	Jason Greenlaw	CO Big O Greenwood Village	08/16	Morgan Sauerermann	PA Midas West Chester	09/09
Dylan Cordova	CO Midas Centennial	07/16	Anclie Cunningham	NJ Midas Paramus	08/17	Lydia Strand	Corp Office (HR)	09/10
Adam Jablonka	IL Midas Chicago (Clybourn)	07/16	Matthew Forder	NJ Midas Flemington	08/17	Aaron Herrera	WI Midas Milwaukee (Wisc)	09/10
Felix Castro	CO Midas Lakewood (Alameda)	07/16	Brice Avitia	CO Midas Lakewood (Colfax)	08/17	Thomas Sweeney	PA Midas Thorndale	09/10
Matthew Stinson	CO Midas Colorado Springs	07/17	Quance Patterson	CO Big O Centennial	08/17	Andrew Rodriguez	CO Big O Greenwood Village	09/10
Jesse Cesario	CO Midas Denver (CO Blvd)	07/18	James Toler	CO Big O Littleton	08/17	Brody Rodweller	NJ Midas Flemington	09/12
Gemayel Wright	WI Midas Milwaukee (Capitol)	07/19	Jeffery Archer	IN Midas Elkhart	08/18	William Prewitt	CO Big O Greenwood Village	09/12
Jay Gnadt	CO Midas Lakewood (Wads)	07/19	Donald Hemric	CO Big O Highlands Ranch	08/18	Sean Callahan	CT Midas Danbury	09/13
Aaron Nevarez	CO Midas Lakewood (Alameda)	07/19	Matt Lee	CT District Manager	08/20	Lucas Ranney	CO Big O Boulder	09/13
Nathan Pool	CO Midas Aurora	07/20	Michael Berreth	CO Midas Colorado Springs	08/20	Joshua Aupperlee	CO Midas Aurora	09/14
Daniel Porter	CO Big O Greenwood Village	07/21	Lonnice Cleveland	CO Big O Greenwood Village	08/20	Abraham Dennis	CO Big O Broomfield	09/14
Ben Nelson	CO Big O Chatfield	07/22	Evan Jones	CO Midas Wheat Ridge	08/22	John Denham	DE Midas Newark	09/15
Thomas Berg	IN Midas South Bend	07/24	Rob Carbaugh	Midas IN/MI District Manager	08/23	Roy Cantu	IN Midas South Bend	09/16
Clement Koi-Amoah	IL Midas Chicago (Lincoln Ave)	07/25	Matthew Pecora	CT Midas Norwalk	08/23	Edgard Pierre	CT Midas Stamford	09/16
Michael Shields	PA Midas West Chester	07/25	Eduardo Garcia	CO Big O Highlands Ranch	08/23	Daniel Phillips	PA Midas West Chester	09/16
Nicholas Genito	NJ Midas Flemington	07/25	Travis Swenson	CO Big O Chatfield	08/24	Trenton Lucas	CO Big O Chatfield	09/16
William Hawkins	CO Big O Greenwood Village	07/25	Hugh Macisaac	NJ Midas Flemington	08/25	Albert Pruitt	CO Midas Lakewood (Colfax)	09/17
Brandon Dalton	CO Midas Wheat Ridge	07/28	Michael Jones	CO Midas Denver (6th Ave)	08/25	Robert McCracken	DE Midas Wilmington	09/18
Robert Barkwill	CO Big O Centennial	07/28	Robert Schuette	CO Midas Colorado Springs	08/25	Christopher Hayle	DE Midas Wilmington	09/18
David Martinez	CO Big O Aurora (6th Ave)	07/28	Steven Reneau	CO Big O Littleton	08/25	Jacob Plaster	CO Big O Centennial	09/19
Vincent Barnes	CT Midas Stamford	07/29	Ricky Homer	CO Big O Castle Pines	08/25	Chris Douglas	CO Midas Colorado Springs	09/21
Thomas Knitter	CO Big O Chatfield	07/29	Harvey Milles	CO Big O Aurora (Abilene)	08/25	James Centner	CO Midas Lakewood (Alameda)	09/21
Chris Gray	Corp Office (Accounting)	07/30	Eric Kornfeind	IL Midas Chicago (Lincoln)	08/26	Jonathan Pohlman	CO Midas Colorado Springs	09/21
Tim Sharkey	CO Big O Highlands Ranch	07/30	Thomas Lorbeck	WI Midas Menomonee Falls	08/26	Domingo Clendaniel	PA Midas King of Prussia	09/22
Cyle Stevens	CO Big O Highlands Ranch	07/30	Levi Kelly	CO Big O Castle Pines	08/26	Jordan McDonald	Corp Office (IT)	09/23
Mike Stiffey	CO Big O Littleton	07/31	Mike Ross	IL Midas Homewood	08/27	Brendan Plourde	Corp Office (Accounting)	09/24
Darnay Singletary	PA Midas West Chester	08/02	Stephen Carpenter	CO Midas Pueblo	08/27	Rafael Montoya	IL Midas Palatine	09/27
William Denney	CO Midas Aurora	08/02	Matthew Finnegan	NJ Midas Newton	08/29	William Kunze	IN Midas Mishawaka	09/28
Justin Yara	CO Big O Centennial	08/02	Justin Van Orman	CO Big O Chatfield	08/30	Jonathan Doran	CO Midas Centennial	09/29

\*Every attempt has been made to ensure accuracy. If you notice your name and date is missing, please email [HumanResources@LeedsWest.com](mailto:HumanResources@LeedsWest.com)

## INTRODUCING NEWEST LWG MEMBER – BABY JOSEPH GRANT SHADER!



We are thrilled to welcome the newest addition to the Leeds West Groups family. LWG CEO Judd Shader and his wife Katie Shader welcomed their first child into the world – Joseph Grant Shader on May 25th, 2017. Joseph "Baby Joe" was born at 12:28AM, measuring in at 6 lbs 5 oz. and 20 inches long.



## INTRODUCING BABY ELIZA MAEVE KEMMERER!



We are excited to announce LWG Midas King of Prussia Technician Josh Kemmerer and his wife Bri Kemmerer welcomed their daughter Eliza Maeve Kemmerer into the world on May 9th, 2017. Eliza Maeve was born at 6:13 AM, measuring in at 6 lbs and 19 inches long.



### A.P Contacts

- Wenco – LoriB@MidasColorado.com
- Leeds West, Inc. / IL – Michael.Sturgeon@LeedsWest.com
- Big O Tires – Karen.Moe@LeedsWest.com
- DE/PA – Goldie.Davis@LeedsWest.com
- NJ/CT/WI – Min.Zhou@leedswest.com
- MI/IN – Kris.Eickmann@LeedsWest.com

### WHO TO CONTACT

- Accounting – Accounting@LeedsWest.com
- H.R – HumanResources@LeedsWest.com
- Payroll – HumanResources@LeedsWest.com
- Inventory – Jay.McElroy@LeedsWest.com
- IT – ITSupport@LeedsWest.com
- Marketing – Hanna.Jerde@LeedsWest.com