

FROM THE DESK OF JUDD SHADER, CHIEF EXECUTIVE OFFICER

Process and Accountability

Team,

We are now into Q2 of 2018 already, with the year in full swing and almost to the half way point! A common theme we as a company talk about on a constant basis is “process and accountability” - That everything we do has a purpose and process to follow, and that we are only as good as each person on the team holding the next team member accountable to that process.

As we all know by now our team collectively announced on January 2nd the largest acquisition in Midas’ history in one fall swoop with the complete stock purchase of ASE, bringing their 42 locations and team members into the LWG umbrella.

With the process and completion of LWG’s ASE acquisition, now comes accountability. Accountability held to myself personally, to ensure ASE’s culture is integrated the proper way, accountability to ASE to make sure they have the tools necessary and the process to make this happen effectively. The point I’m trying to make here is that no matter what we are doing inside of LWG - each and every day, from the most important item of taking care of our customers, to the most minnute details of putting in the correct vendor into the POS system after a sale, to double safety checks of a lug nut. The accountability of the correct process that we are following is the only way we will win at the end of the day.

A common theme many DMs will say they see me use as a constant example almost daily:

“The best QB’s in the world practice throwing the football. The best basketball players in the world practice simple skills like shooting free throws every day. The best golfers in the world practice the simplest action of putting every single day.” No matter how good we think we are at the process, it’s holding yourself to the accountability of doing them each and every day that makes you great. Not because we always like it (who likes practice?) but it’s what separates you and makes you a “Game Changer.”

I challenge each and every one of us in the company - no matter what process you’re working on, to hold yourself accountable, and to hold your teammates accountable to that process. If you do this, I guarantee you will like the results.

Process and Accountability! Bring on Q2 “Full Speed Ahead”!

Judd

Judd Kyle Shader
Chief Executive Officer





TEAM-MEMBER SPOTLIGHT

SIMON PERSAUD | Midas Stamford, Connecticut Technician

Arriving in the United States with nothing but \$40 in his pocket, Technician Simon Persaud has managed to build the life and career of his dreams. How? "By always working to be the best that you can be, and trusting the process." He explains.

Hailing from the beautiful island of Leguan in Guyana, Simon was born to a wonderful family with a strong agricultural presence. While growing up, he and his siblings would help in the rice fields, driving the tractors and repairing the diesel machinery which gave him a love for repair. His interest and experience in repair lead him to Guyana Technical institute where he focused on diesel mechanics and welding.

Upon leaving the school, Simon felt a need to give back to his community. He proceeded to teach Auto mechanics at the high school level. During this time, he was able to positively influence many lives and ensure to them that if they do the right thing and follow the rules, they will succeed in life.

A few years later, Simon met a wonderful woman and married her. Wanting to improve their life and future, they immigrated to the United States and started life in the Bronx. For about a month, he was jobless; searching for anything he could get his hands on. He was told a countless number of excuses. He was too young, he needed an American education, he's just not a good fit.

Even with all of the adversities, he never gave up. One Sunday morning, he came across an ad in the paper looking for a mechanic and he made his way down to Midas. Little did he know, his life would completely change.

He worked for the Midas in New Rochelle for 6 years where he gained experience and developed a love for interacting with customers, and working on vehicles. With his growing family and determination for a better life, he took on the challenge of managing the Stamford, CT location moving his family to the suburbs. Upon moving here, he knew that Stamford Midas was the place he wanted to be.

While he was managing the store, he developed a relationship with many in the community as well as the technicians. Many customers were coming to Midas for his trustworthy, detailed communication, and the amazing work that the technicians were doing.

Even though everything was going well as manager, he couldn't deny his love for solving problems and being hands-on. After a few years, he went back in the bays and has been the shop's top producer ever since – winning many Technician Awards, and contributing to the Stamford team awarded the LWG Pride of Midas. Simon has now been with Midas officially for 36 years total.

When Simon is not at work, he can be found spending time with his family and friends. He recently became a grandfather to a set of twins, with his hands happily full "grooming them to be the absolute best they can be" he states, and teaching them the importance he learned, in trusting life's process.



SHOP SPOTLIGHT

MIDAS CENTENNIAL, COLORADO

This month we shine the spotlight on our LWG Midas store located in Centennial, Colorado. Located in a busy and diverse suburban area combined with unpredictable Colorado weather conditions, Centennial shop employees are well trained in addressing all types of customer needs.

This store was the 3rd location on the Leeds West side to start the LWG family a little over five years ago. Since then, the shop has landed in the top 100 Midas stores in 2015 and 2017, with top line sales and gross profit showing consistent and impressive growth – starting at 900k when LWG started, breaking a \$1.3 million mark in 2017, now on track to reach their goal of \$1.5 million in 2018.

Micah Thomas is the manager, celebrating his 10 year anniversary last year. District Manager Ian Gnad describes Micah's strength being his authentic and approachable personality, responsible for maintaining and growing customer retention and satisfaction. Alongside Micah is the foundation of his strong team, who are all committed to working and growing together day in and day out. All of the Centennial team members have been with the team for many years – Micah Thomas 10 years, Doug Abbott 26 years, Kenny Miller 6 years, Danny Poledna & Jonathan Doran both 2 years, and Dylan Cordova just completing his first year. The team's success has landed each of them with many awards in the LWG Top Salesman and Top Technician categories - Technician Dylan Cordova recently awarded LWG Midas GS of The Year.

With the combination of Centennial's highly driven team working to provide customers the best experience possible, District Manager Ian attributes the shop's success built from the team working to provide the best service AND experience possible – treating customers as more than just a customer, but as friends.

Way to go Centennial team, keep up the amazing work!



Doug Abbott, Dylan Cordova, & Jonathan Doran hard at work!



Centennial team members showing off their smart watch prizes after winning Advance Auto Parts sponsored Timing Kit Contest



BIG TIRES



SPECIAL OPS WITH JEFF GENUARIO, LWG CHIEF OPERATING OFFICER



TIS THE SEASON, SELLING SEASON

The end of April marks the time, the time we've waited all winter long for - Selling Season! Hopefully by now you've geared up your shops to take advantage and make the most of this time. It's the time when holiday bills have been paid, taxes are in the rear view mirror and our customers are gearing up for summer driving season. It's a test of your shop's offseason preparation.

"Do we have the right people in the right places all doing the right things?"

If the answer to that question is yes, then it's going to be a fruitful summer! Be a leader. Lead the charge of aggressive honesty. The time is now to earn a customer because opportunities to do so will be greater than any other time during the year. If your shop is ready, a few tips to make the most of Selling Season:

- **Answer the phone effectively** by using 4 keys to an effective call:

1. "You called the right place" to separate yourself from the competition
2. Ask smart questions to avoid price the first time
3. If asked a second time, offer a price using "Starting at prices..." Do not upsell on the phone.
4. Close by offering a same day appointment using a specific time

- **Build car count** by saying "YES" no matter what. Having a back-up of cars to get in the shop is a great thing. When the next customer comes in asking for a service, say "YES". Get their keys and information and ask them at the end "Is this the best number to call you at?" If they need their keys back then, just process the zero dollar RO and they at least make it into our email database to try and get them back later. If you don't do this you'll never get a second chance at them. Most customers will then figure out how to avoid the wait because all other good shops are also busy.

- **Have a repeatable RO paperwork workflow.** The best shop managers always have this through all steps in the process. Once you check a customer in, where does the RO go? After the courtesy inspection, where does the RO go? After you sell the job, where does the RO go? Before you call the customer, is the RO been finalized and ready to quickly check out? Get this repeatable RO paperwork workflow dialed in now. You'll need it to take your car count to the next level.

- **Offer Financing Options.** Our customers need to get their car fixed and it might as well be fixed by you. Our 6 month credit card and 90 day EZ Pay options are what many of them are looking for, so go for it.

- **Have a sense of urgency in your bays.** Don't let cars sit in your bays not being worked on. If they are waiting on parts or waiting for authorization, get them out and get the next one in! Bay management is a crucial part of building car count.

Tis the season to use the above tips to help you make the most of this Selling Season. Take your shop to the next level and never look back! Appreciate what you do!

Jeff Genuario
LWG Chief Operating Officer

LATEST VENDOR CONTEST UPDATES



CONGRATULATIONS TO OUR MARCH NAPA FILTER CONTEST WINNERS! These hardworking team members will be racing around the Charlotte Motor Speedway at top speeds!



- Matt Lee – Midas CT
- Brendan LaBarre – Midas Norwalk, CT
- Sean McGovern – Midas Stamford, CT
- Simon Persaud – Midas Stamford, CT
- Daniel Jayne – Midas Norwalk, CT



NAPA + Advance Brake Alaska Fishing Contest
April 1 – May 31st



2 District Managers & 3 Store Managers will win an all expenses paid fishing trip to Alaska scheduled for the end of July 2018!





WORK ANNIVERSARIES

Team Member	Department	Date	Years	Team Member	Department	Date	Years	Team Member	Department	Date	Years
Daniel Phillips	PA Midas West Chester	6/4	35	Wilber Barrios	CO Midas Lakewood	5/11	3	Jerith Bochy	CO Big O Littleton	5/2	1
Matthew Whiteman	CO Midas Denver	5/10	13	Kenneth Archuleta	CO Big O Centennial	5/18	3	Jeff Smrz	IL Midas Homewood	5/3	1
Joshua Galuszka	IL Midas Lake Zurich	5/26	11	Ross Montoya	CO Big O Castle Pines	5/30	3	Oscar Fong	CO Midas Aurora	5/3	1
Angel Lopez	IL Midas Chicago	5/7	10	Alfredo Cuevaz	IL Midas Palatine	6/15	3	Brennan Cotter	CO Big O Arvada	5/3	1
Ancle Cunningham	NJ Midas Paramus	5/18	10	David Martinez	CO Big O Aurora	4/5	1	Halen Jacobsen	CO Big O Centennial	5/5	1
Joseph Haslam	DE Midas Wilmington	5/5	9	Timothy Gauden	CO Big O Greenwood Village	4/9	2	Peter Hoops	CO Midas Lakewood	5/8	1
Anthony Brand	CO Midas Colorado Springs	6/23	7	Michael Troll	PA Midas King of Prussia	4/25	2	Abraham Dennis	CO Big O Broomfield	5/8	1
Joseph Linick	IL Midas Lake Zurich	4/2	5	Albert Pruitt	CO Midas Colorado Springs	5/3	2	Andrew Lambert	CO Big O Aurora	5/8	1
Martin McAllister	DE Midas Newark	4/30	5	Jonathan Fortune	CO Big O Broomfield	5/4	2	Timothy Carson	IL Midas Palatine	5/13	1
Christopher Renz	CO Big O Lakewood	5/16	5	Nicolas Varela	CO Big O Centennial	5/20	2	Anthony Valls	CO Midas Colorado Springs	5/15	1
Nicholas Naranjo	CO Big O Chatfield	5/16	5	Butch Smith	CO Midas Pueblo	6/6	2	Carlos Sanchez	CO Big O Aurora	5/15	1
Scott Meisinger	CO Midas Colorado Springs	6/27	5	Travis Swenson	CO Big O Chatfield	6/15	2	Domingo Clendaniel	PA Midas King of Prussia	5/22	1
Trevor Lannen	CO Englewood	4/1	4	Timothy Sharkey	CO Big O Highlands Ranch	6/21	2	Jonathan Trainor	CO Big O Chatfield	5/22	1
Anthony Ulibarri	CO Midas Denver	4/8	4	Tiffany Elliott	CO Big O Chatfield	6/22	2	Morgan Saueremann	PA Midas Thorndale	5/24	1
John Derrera	CO Midas Lakewood	6/10	4	Anthony Campos	IL Midas Chicago	4/3	1	Merardo Rodriguez	CO Midas Arvada	5/25	1
Ross Dickover	CO Midas Aurora	6/11	4	Michael O'Loughlin	CO Midas Colorado Springs	4/3	1	Jay Gnad	CO Midas Lakewood	5/27	1
Brady Miller	LWG CFO	4/1	4	Cyle Stevens	CO Big O Highlands Ranch	4/3	1	Karen Moe	Corporate Accounting	5/30	1
Rafael Montoya	IL Midas Palatine	4/7	4	Lucas Newman	PA Midas King of Prussia	4/17	1	Antonio McDonald	IL Midas Homewood	5/30	1
Nathan Hughes	CO Midas Colorado Springs	4/7	4	Monte Castaneda	CO Midas Lakewood	4/17	1	David Hoover	PA Midas Warmminster	5/30	1
Wendy Samour	Corporate Accounting	4/17	4	Tyler Bartos	PA Midas Mt Pocono	4/17	1	David Casado	NJ Midas Newton	5/30	1
Brendan Plourde	Corporate Accounting	6/2	4	Colton Cleveland	CO Big O Greenwood Village	4/17	1	Stephen Burger	CO Big O Boulder	6/12	1
Andrew Rodriguez	CO Big O Greenwood Village	6/19	4	Tonga Price	WI Midas Milwaukee	4/20	1	Harold Gannon	CO Midas CO Springs	6/19	1
Jordan McDonald	Director of I.T.	6/23	4	David Allen Jr	NJ Midas Flemington	4/22	1	Annamarie Haggard	CO Midas Colorado Springs	6/26	1
Ben Oliver	Midas IL District Manager	4/28	3	Ken Hall	Midas PA District Manager	5/1	1	Joshua Longman	CT Midas Norwalk	6/27	1
Anthony Tabor	IL Midas Homewood	5/4	3	Dylan Cordova	CO Midas Centennial	5/1	1	Brett Hatcher	CO Midas Lakewood	6/30	1
David Faulkenberry	CO Big O Aurora	5/10	3	Sean Bradley	DE Midas Wilmington	5/1	1	Jose Martinez	CO Midas Colorado Springs	6/30	1

BIRTHDAYS!

Team Member	Department	B-Day	Team Member	Department	B-Day	Team Member	Department	B-Day
Gary Ruiz	CO Englewood	04/01	Gregory Oney	PA Midas Mt Pocono	04/27	Gage Knitter	CO Big O Chatfield	05/28
Carson Wegner	IN Midas Mishawaka	04/02	Judd Shader	LWG CEO	05/01	Joseph Deneve	IL Midas Lake Zurich	05/30
Thomas Pettaway	PA Midas West Chester	04/02	Austin Davey	MI Midas Benton Harbor	05/01	Erik Llanos	CT Midas Fairfield	05/30
David Loudon Jr	CO Midas Colorado Springs	04/04	Jacob Hendryx	IN Midas South Bend	05/02	Shannon Dyne	CO Big O Littleton	05/31
Anthony Tabor	IL Midas Homewood	04/05	Dontray McElroy	WI Midas Milwaukee	05/02	Jim Evans	CO Big O Castle Pines	05/31
Micah Thomas	CO Midas Centennial	04/05	Elias Ayala	CO Big O Centennial	05/03	Nathan Hughes	CO Midas Colorado Springs	06/02
Joseph Haslam	DE Midas Wilmington	04/05	Eduardo Terrazas	CO Big O Aurora	05/03	Ross Dickover	CO Midas Aurora	06/03
Jace Wood	CO Big O Boulder	04/05	Stephen Burger	CO Big O Boulder	05/05	Steven Moore	DE Midas Newark	06/04
Donnie Patton	WI Midas Milwaukee	04/07	Ian Gnad	Midas Denver District Manager	05/06	AnnaMarie Haggard	CO Midas Colorado Springs	06/06
Devin Hosselkus	CO Big O Castle Pines	04/07	Guy Edwards	CO Midas Colorado Springs	05/07	Frederick Karford	CO Big O Castle Pines	06/06
Daniel Kinsella	CO Big O Arvada	04/07	Justin Blake	CO Big O Castle Pines	05/07	Caleb Smith	CO Big O Castle Pines	06/06
Wilber Barrios	CO Midas Lakewood	04/08	Daniel Aupperlee	CO Midas Arvada	05/09	Nathan Hickey	IN Midas Elkhart	06/07
Steve Kowaleski	IL Midas Palatine	04/09	Stanley Barbee III	CO Midas Colorado Springs	05/09	Austin Duarte	CO Midas Arvada	06/08
Jonathan Furlong	CO Midas Colorado Springs	04/09	Javon Goodlow	IL Midas Chicago	05/12	Jeff Genuario	LWG COO	06/09
Bruce Price	CO Midas Wheat Ridge	04/11	Carlos Sanchez	CO Big O Aurora	05/12	Zachary Thomson	CO Midas Colorado Springs	06/09
Brendan LaBarre	CT Midas Norwalk	04/12	Shonn Stocks	CT Midas Norwalk	05/13	Tommaso Londrillo	PA Midas West Chester	06/10
Josh Kemmerer	PA Midas King of Prussia	04/12	Jazz Wagner	CO Big O Greenwood Village	05/14	Nicholas Graves	MI Midas Benton Harbor	06/11
Jeff Smrz	IL Midas Homewood	04/13	Juan Ramirez	DE Midas Wilmington	05/15	Riley Thompson	IN Midas Mishawaka	06/12
Scott Hendrick	CO Big O Aurora	04/13	Ilya Magdasiev	IL Midas Lake Zurich	05/16	Cameron Culbertson	CO Big O Boulder	06/13
Rick Zertuche	CO Big O Arvada	04/13	Katelyn Becker	CO Big O Littleton	05/16	Patrick Stelmiller	NJ Midas Flemington	06/14
Ben Oliver	Midas IL District Manager	04/14	Ronald Divito	IL Midas Chicago	05/17	Matthew Jeffries	CO Midas Lakewood	06/14
Gerardo Sanchez	IN Midas Elkhart	04/14	Anthony Santora	CO Big O Broomfield	05/17	Caleb Prescott	CO Big O Greenwood Village	06/14
Gavin Hammerstone	PA Midas Mt Pocono	04/14	Jonathan Trainor	CO Big O Chatfield	05/17	Toby Harris	WI Midas Milwaukee	06/16
Frank Williams	IL Midas Homewood	04/16	Oscar Diaz	IN Midas Mishawaka	05/18	Ian Dixon	CO Midas Denver	06/19
Sean Bradley	DE Midas Wilmington	04/18	Anthony Brand	CO Midas Colorado Springs	05/18	Alex Garcia	CO Big O Lakewood	06/23
Jacob Lawall	CO Big O Centennial	04/18	Anthony Hudson	CO Midas Colorado Springs	05/20	Hanna Jerde	LWG Marketing Manager	06/24
Benjamin McFall	CO Midas Colorado Springs	04/19	Paul Anderson	CT Midas Fairfield	05/21	Colton Harris	CO Big O Littleton	06/24
Jeffrey Sellers Jr	IN Midas Elkhart	04/21	Daniel Weed	WI Midas Milwaukee	05/22	Richard Owens	CO Midas Denver	06/25
Jason Smith	CO Big O Aurora	04/21	Frederick Fisk	CO Midas Lakewood	05/22	Jereny Dixon	CO Big O Boulder	06/25
Ross Montoya	CO Big O Castle Pines	04/21	Patrick Seime	CO Midas Colorado Springs	05/24	Michael Chandler	CO Big O Broomfield	06/25
Dalibor Dzajic	CO Big O Arvada	04/22	Rodney Murphy	CO Big O Castle Pines	05/24	Jason Chepress	PA Midas Warmminster	06/27
Jason Osborne	CO Midas Wheat Ridge	04/25	William Moore	IL Midas Lake Zurich	05/25	Tim Moran	LWG VP Operations	06/28
Ryan Roberts	CO Big O Aurora	04/25	Joseph Porto	CO Midas Wheat Ridge	05/25	Zachary Kosciusko	NJ Midas Newton	06/28
Doug Abbott	CO Midas Centennial	04/26	Kevin Debatt Jr	PA Midas Mt Pocono	05/25	Kenneth Sanborn	CO Big O Lakewood	06/28
Michael Moran	NJ Midas Newton	04/26	Conner Bircher	CO Big O Broomfield	05/26	Andy Granados	IL Midas Chicago	06/29
Michael Nipitella	PA Midas Mt Pocono	04/27	Keith Stollenwerk	WI Midas Menomonee Falls	05/28	Michael Cannito	CT Midas Danbury	06/29



*Every attempt has been made to ensure accuracy. If you notice your name and date is missing, please email HumanResources@LeedsWest.com
 Make sure to email Marketing@LeedsWest.com with details of any exciting additions or milestones you would like featured!

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