



## BOBBY AND STEVE'S AUTO WORLD



Auto World

www.bobbyandstevesautoworld.com

### Set the Tone

By: Steph Turner --  
Store Leader, Eden Prairie

*"Positive and negative emotions cannot occupy the mind at the same time." - Napoleon Hill*

Influence is a powerful word. The force of influence is present at all social levels. In our stores and in our communities as leaders, we must always be mindful of how we set the tone for the day. We are lucky to be a team that presents the message of being "Alive, Alert, Awake and Enthusiastic" and we do our best to don that motto as soon as we enter through the doors every day.

Influence.... Positive influence is the most successful way to lead and to live. When we are working with a team member, how do we as leaders come across to them? Are we positive in our communication, both verbal and non-verbal? Developing team members is an exciting opportunity. We are entrusted with their

education to align them with the culture of Bobby and Steve's Auto World and I believe that is a privilege.

When we are surrounded by our advocates on busy days, are we emanating a positive attitude with a greeting and a smile? Sometimes a simple smile and some eye contact can turn someone's day around completely. This is the type of leadership that is so effective, however, sometimes overlooked. We are trendsetters in our business community with the type of exceptional service we provide. The extra steps we take to let the advocate know we are there to care makes all the difference.

When we are self-reflecting are we confident that we are steadfast in our positive attitude? We all have stresses in our lives and it is difficult to

shelve them all as we walk into our roles sometimes. This is where being part of a team is so important. Paying attention to each other as leaders and helping one another to lead the best that we can will not only make their leadership stronger, it will help us grow, too.

Influence and especially positive influence, begins with us. It is a responsibility of the mind. Once again, we already have the advantage of having such a positive culture. Influence, in combination with trust and respect, will set a tone of success and great leadership.

This is dedicated to all the leaders that have shaped my leadership and to my team that I am privileged to lead. Thank you.

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Character

Our character determines who we are.

*Who we are determines what we see.*

What we see determines what we do.

*If our actions and intentions constantly work against each other, check our character.*

Character is more than talk.

*Talent is a gift, however, character is a choice.*

Character brings lasting success with people.

*Leaders cannot rise above the limitations of their character.*

Character is being bigger on the inside.

**“Leadership is the capacity and will to rally people to a common purpose and the character which inspires confidence.”**

**-Bernard Montgomery**



## Every Winner Could Have Been a Failure

By: Erin Anderson -- Office Leader

Every successful person is someone who failed, yet never regarded himself as a failure. For example, Wolfgang Mozart, one of the geniuses of musical composition, was told by Emperor Ferdinand that his opera was far too noisy and contained too many notes. Artist Vincent Van Gogh, whose paintings now set records for the sums that they bring at auction, sold only one painting in his life-

time. Thomas Edison, the most prolific inventor in history, was considered unteachable as a kid. Finally, Albert Einstein, the greatest thinker of our time, was told by his schoolmaster that he would never amount to much.

I think it is safe to say that all great achievers are given multiple reasons to believe they are failures. However, in spite of that, they remain



positive and they persevere. In the face of adversity, rejection, and failings, they continued believing in themselves and refused to consider themselves failures. They chose to develop the right attitude about life. Our new "shining star" Eden Prairie certainly is no failure. A wise man once said "Sometimes you have to let the weak ones go so that the team grows stronger." Have a great day everyone!

## The Right Attitude about Success

By: Steve Anderson -- Founder

If success is a journey, how do we get started? What does it take to be successful? Two things are required: the right attitude toward success and the right principles for getting there. Once you redefine success as a journey, you can maintain the right attitude toward it. Then you're ready to start the process. The results may be as unique as each individual, however the process is the same for everyone. Here is my definition of success: SUCCESS IS.....

- Knowing your purpose in life,
- \*Growing to reach your maximum potential and
- \*Sowing seeds that benefit others.

Success is a journey not a destination. No matter how long you live or what you decide to do in life, as long as you have the right attitude about it, you will never exhaust your capacity to

grow toward your potential or run out of opportunities to help others.

What is your purpose in life?? Not an easy question is it?

**A special "thank you" to my Bloomington team for allowing me to put my efforts into Eden Prairie. You guys are the best!! Team Eden Prairie.... you keep breaking all time records! Let's continue having fun and making money.**

**\*\*\*\*\*News Flash\*\*\*\*\* due to many requests, Bloomington is going to start another Co-Rec softball team on Tuesdays, possibly this fall, for sure by next summer. This will be the "farm team" meaning people that like to play and have fun doing it. Anyone interested send me an e-mail.**

[steve@bobbyandstevesautoworld.com](mailto:steve@bobbyandstevesautoworld.com)

# Learning to Use a Labscope

By; Dan Mullin — Shop Leader

The following is the response to a question posted on a public forum that is important for anyone who is learning to use a labscope to know. The responders name is Jonathan Riggles. He is a top tech and an excellent instructor. The question is, why would we want to put the ground lead of our scope on the alternator case?

Well, if you think about it your scope/meter only measures the voltage potential between the two leads correct? So if you want to measure the amplitude of the circuit you are going to want to measure between ground and your signal.

Here is where it gets "fuzzy." What's ground? Typically we think of ground as being the most negative point in the circuit. The most negative point is the "voltage source" ground. KOEO that would be the battery negative post, when the vehicle is running the alternator becomes the voltage source.

Ever notice how much voltage drop there is on the charging ground circuit between the battery

and the alternator? Depending upon consumption and output that can be as high as 4 volts on a normally operating system. This means that the most negative point in the car now becomes the alternator case.

So suppose the circuit you are measuring, grounds to the engine block and the alternator shares a case ground with the block. If your ground lead is hooked to the battery negative terminal while the engine is running you will be missing the voltage drop caused by the resistance in the negative cable.

*Dan: The reason I asked however, was due to the odd values he observed. Just seemed strange and I was curious how and where his connections were. Do you think his min voltage has something to do with a floating ground?*

I'm not sure. I'm not familiar with the circuit he's testing so I just don't know. It could be perfectly normal. The numbers just seemed odd.

*Dan: The reason I asked is I've always try to ground at the battery, but lately, I've seen other posts about meter lead connection. It got me curious if I should take a*

*different approach.*

Again it depends. For instance, if you are looking at a magnetic reluctance sensor, like a conventional analog two wire CKP (where the signal and reference low wires terminate at the PCM) and you are trying to determine what the output amplitude of the sensor is, then you want your meter connected across the output of the sensor from one wire to the other. This is what the PCM is measuring and that's what's important for this circuit.

Remember your meter measures the difference between the two leads. If I ground my scope to the battery in this case, I'm now measuring all of the resistance between the sensor output, the wiring back to the PCM on the low side of the circuit and the PCM ground back to the battery so my amplitude will appear to be **more** than the actual sensor output. Remember, the meter is going to measure all of the potential **difference** between the leads and **voltage drops** caused by resistance on the ground side are **positive** voltages. Wrap you head around that one;-)

Same for oxygen sensors. I haven't even men-



## Charisma

- What is it?
- The ability to draw people near to us .
- How do we do it?
- Love life
- Expect the best out of people
- Give people hope
- Share ourselves
- What can keep us from it?
- Pride
- Insecurity
- Moodiness
- Perfectionism
- Cynicism

“How can you have charisma? Be more concerned about making others feel good about themselves than we are making them feel good about us.”

-Dan Reiland

# Dan Mullin — Continued from Page 4

## Commitment

*Commitment separates the doers from the dreamers.*

*Commitment starts from the heart.*

*Commitment always precedes achievement.*

*Commitment is tested by action.*

*Commitment opens the door to achievement.*

*Commitment is the mark of an effective leader.*

*Commitment inspires people.*

*Commitment attracts people.*

*Commitments shows we have conviction.*

**“Commitment is the enemy of resistance, for it is the serious promise to press on, to get up, no matter how many times we are knocked down.**

**-David McNally**

tioned floating ground in this conversation and that adds a whole additional level of offset into your signal that has to be accounted for if you measure from battery ground. Example, some Chrysler products float the O2 sensor ground 1.5 volts above case ground. That means the sensor output toggles between 1.5 and 2.5 volts measured to case ground however, it's just a conventional sensor whose output range is 0-1v. The important aspect is what the PCM is looking at. The PCM measures the sensor output from the floating ground to the signal (across the sensor output). This means that the scan data will display the sensor voltage in the he 0-1v range. Can you see where you might get confused if your scope is grounded to the battery? You will see a varying voltage of 1.5 -2.5v on your scope but the PCM will be displaying a scan data value of 0-1v.

So a rule of thumb, if I'm looking at sensors I want to ground my meter at the sensor ground but I want to remain aware of where

that ground ultimately terminates and how far above case ground it might be.

Now, I've talked about sensors but what about actuators? In the case of ground controlled actuator circuits I typically want to measure all the way to the ground of the voltage source because I usually want to know how the whole circuit is performing and if I have any excessive voltage drops on both the power and ground sides. So I treat actuator circuits a bit differently than sensor circuits.

One other consideration you will want to think about with regards to grounding your scope at the alternator is noise. That thing is a giant electromagnetic generator. I occasionally run into noise issues when my leads are run across the top of the alternator or in the proximity of ignition coils. In that case I simple move my ground to the battery, make my observation, and then measure the drop between the battery negative post and

alternator case to ensure there is no significant voltage drop in that portion of the circuit.

Now, after all that long winded BS it really doesn't matter where you ground your scope as long as you are aware of all the potential locations for resistance in your circuit and you account for them in your analysis. Heck, I'm the worst guy in the world for hooking my scope to brake lines at the master if I just want to take a quick look at a wave shape;-) I also know that my meter only measures the voltage potential between the two leads (did I mention that already?) so regardless of where I ground it's a simple matter of moving my leads around a bit to measure all of the different voltage drops in the entire circuit.

So if you got all that and I didn't make any mistakes typing it you should be good to go to move your ground lead around a bit and see what kid of differences you see.



## **Congratulations Graduates!!**

**D.J. (Brownie) Brown, Courtney (Courts) Bahe, & Hannah (Banana) Beelman on Graduating High School!**

**My best wishes to you in the future. From Stacy Marchant and BSAW**

## Chain Reaction

By: Kylie Mullin -- Future Leader

Happy spring everybody! Lately at school, a boy has been trying to start fights and it's getting on my nerves because he's bugging my friends and putting them in bad moods. Then when I go to ask a question, I get snapped at. Most people don't like to argue with anyone, do they? Of course not! If somebody asks you to do something, don't pick

a fight about why you need to do it. I've learned my lesson after many days of being grounded for fighting with my parents about chores. In the end, I still had to do the dishes, so what was the point in arguing with them?

Even though most of you reading this are adults and don't normally have parents riding on you for something, it is still the courteous thing to do something for

somebody. When you do something for someone, even if they had to ask you to do it, it will generally put them in a good mood and maybe they will want to help someone out just like you did. Then it could become a chain reaction. Soon everybody in your environment is in a good mood and helping each other. So be helpful and start the day off right, and keep a great day going! Have a great 2nd quarter!



### Communication

Without Communication, we travel alone.

The five steps to communication:

1. Simplify the Message
2. See the Person
3. Show the Truth
4. Seek a Response
5. Inspect what We Expect.

Be clear as a bell.

Refocus our attention

Live our message.

“Education takes something simple and makes it complicated. Communicators take something complicated and make it simple.”

-John C. Maxwell

## A World of Thanks

By: Stacy Marchant -- Store Leader

WOW! Yet another quarter has passed and they keep getting better! I've had the opportunity to run both the Store and the Grille since April and what a challenge it has been – what a great challenge it has been! My team members have really stepped up to the plate and filled in where needed. Thanks Christina!! You're super awesome. I want all my team members to know that you are all special in different ways and I love each and everyone of you.

To my team members in the grill, you, too, are AWESOME. Nash, you really know your stuff and I appreciate all you do to help me to be better every day! We have some new team mem-

bers in the Store and Grill that I would like to welcome: Jena, CeCe, Megan, Brandon, Josh and Wayne. I know you ladies and gents will be a great asset to our existing team.

I want to thank Mike Duzan and his sister Lori for walking for MADD for Brad Lyver. Also to Tracy, Courts, and Emma Bahe thanks for helping out the day of, without you guys it may have been a little challenging with just Steve and I. So thanks again to everyone who helped out! Thanks for the extra ice Sheel!! Looking forward to another great quarter and with any luck we will have a normal summer. I Hope everyone has a great summer.

### Do you Golf?

Do you like to have fun?

Would you like to help raise money for a great cause?

If you answered yes, join us at our 7th Annual Golf

Tournament

On Tuesday, August 16th!

Be there!

Competence

- 1. *Show up everyday.* Responsible people show up when they are expected. Highly competent people take it a step farther. They come ready to play every day — no matter how they feel.
- 2. *Keep Improving.* All highly competent people continually search for ways to keep learning, growing and improving.
- 3. *Follow through with excellence.* Performing at a high level of excellence is always a choice, an act of will.
- 4. *Accomplish More than Expected.* Highly competent people always go the extra mile.
- 5. *Inspire Others.* Highly competent people inspire and motivate their people to do the same.

“Competence goes beyond words.”

— John C. Maxwell



## Motivation

By: Kip Studaker – Operations Leader

A borrowed, revised motivational speech with a little help from Herb Brooks:

Great moments are born from great opportunity.

And that's what we have here **today**, ladies and gentlemen.

That's what we've earned here, **today**.

One Quarter.

If we played this quarter ten times, we might lose nine.

However not this Quarter. Not **today**.

This quarter, we own it!

This quarter, we stay with 'em, and we shut them down because we can!

This quarter, we are the greatest Auto World Team in the world.

We were born to be this team -- every one of ya.

And we were meant to be here this quarter.

This is our time.

Their time -- is done. It's over.

I'm sick and tired of hearin' about what a great team the others have.

Forget'em!

This is our time!!

Now let's go out there and take it!

This is the speech I gave to my team at the beginning of this Quarter, Watch out here we come!

## Flushing!

By: Nate Anderson -- Service Leader

We are all taught at a very young age that flushing is a must. Your mom and dad would scold you if you didn't and after a while you learned to do it. Now that we've gotten older and we're still told we should flush.... just not the same kind of flushing this time. This time we're talking flushing vehicles fluid, power steering, brake fluid, transmission fluid and coolant. These fluids all should be flushed when they're dirty and don't meet specifications they were meant to be. Some shops flush fluids more often than they should causing their customers to lose trust in them and find another shop. I can't even count how many times people have come into our shop from a quick lube facility that was using high pressure sales to attempt to force them into flushing fluids that they felt were bad. We don't want to be one of those shops pushing the little flushes and losing our advocates over high pressure sales of a \$79 flush. We are going to flush when a vehicle actually needs a flush or when it will actually fix issues.

Recently we teamed up with Lube Tech to supply us with our flushing equipment and products. It has been great teaming up with them. Nancy Rosenow, Mike Marrs, Tom Maddox and Catherine Hoffman have been great with this. They've been educating us and helping us to boost our preventive maintenance services as well as inform us of new products in our industry. Lube Tech also is sponsoring the "How Suite It Is!" promotion to help boost the Mobil 1 oil changes by offering their suite behind home plate at the Target Field. With Lube Tech's help and support, I know we will crush our goals next quarter.

Let's promote the "How Suite It Is!" and strive to crush next quarters goals. Great job team and let's enjoy the summer and push ourselves to the next level. 100k here we come.

# Getting to Know . . . Steve Anderson

Steve Anderson is one of the founders of Bobby and Steve's Auto World. A lot of our team members, especially at other locations, don't know much about him and the history of our Auto World. Here is an interview with Steve, so we can all learn a little more about him and the origins of our Auto World.



## Q: How did you come to work with Bobby?

I started with Bobby while going to the U of M. I needed a third job to help pay for my college and I went to the station (Southdale Shell at the time) and interviewed. Of course I was hired on the spot. I started working nights and weekends as a mechanic/gas pumper/ tow truck driver.

## Q: How did the idea of BSAW come about?

The million dollar question! Short version, our station was very old and ugly. The city wanted to close us down. We wanted a new store. Finally, a great city leader (Bob Hawbaker) came to me and asked "when are you gonna get rid of this dump and remodel?" I said, "give me a building permit and we will build." The rest is history. The Auto World concept came about very systematically. We knew we wanted the latest and greatest, and yet it had to pay for itself. We started off with big shops no store, then big stores and some shop, then we decided to create the 7 profit centers that "power" Bobby and Steve's Auto World. (1) Gas (2) Store (3) Grill (4) Car Wash (5) Service (6) Lube Center (7) Towing.

After we came up with the centers we designed a building that complimented the space need for each business unit. As always the buildings seem to be larger than the land we were building them on. My "next" version of the Auto World includes the Station itself being built with a parking ramp on top of the store!

## Q: Tell us a little about Steve Anderson. . . . .

..... a quiet/shy guy really. I love to hunt and fish. I fly ultra- lite airplanes. I am a real competitor. I enjoy all sports yet I really love having a winning team. I think if you're going to take the time to play...do your best and win. I have a lovely wife and two great sons and now one little granddaughter. My motto at work is make money and have fun doing it. Stress sucks.

## Q: How has BSAW change your life?

My life and BSAW evolved together. Remember I have been with Bobby longer than most of my team has been alive! However, being part of this Great organization has forced me to look long term. Make plans and investments that are in the best interest of my team members. If you stand back and look at it I am just coaching a really large team.

Continued in Page 8

### Courage

One person with Courage is a majority.

1. *Courage is an inward battle.* Courage isn't the absence of fear. It is doing what we are afraid to do. It is the power to let go of the familiar and forge ahead into new territory.

2. *Courage is making things right, not just smoothing them over.* Courage deals with principle, not perception. If we don't have the ability to see when to stand up and the conviction to do it, we will never be an effective leader.

3. *Courage in a leader inspires commitment from followers.* A show of courage by any person encourages others.

4. *Life expands in proportion to our courage.* Fear limits a leader.

**"Courage is fear that has said its prayers."**

**Keith Barth**

**Discernment**

1. *Discover the root issues.* Discernment enables a leader to see a partial picture, fill in the missing pieces intuitively and find the real heart of a matter.

2. *Enchance our Issue Solving.* If we want to tap into our discernment potential, work in our areas of strength.

3. *Evaluate our options for maximum impact.* Discernment isn't relying on intuition alone, nor is it relying only on intellect. Discernment enables us to use both our guy and our head.

4. *Multiply our opportunities.* Leaders create their own luck as the result of discernment, that willingness to use their experience and follow their instincts.

“Smart leaders believe only half of what they hear. Discerning leaders know which half to believe.”

-John C. Maxwell

**Steve Anderson — Continued Page 7**

**Q: What is your favorite Value?**

Help team members be all that they can be.....is MY favorite BSAW value. With out my team, we don't have BSAW! Team members all have different lives with different needs. That variety is part of the "fun" at BSAW.

**Q: I heard that you met your wife, Erin, at BSAW. Would you tell us about it?**

Yes, I met my lovely wife, Erin at work. The first day I laid eyes on her....she was screaming at some guy that just rear ended her car while she was turning into the station. It was love at first sight. It just took her a long time to realize that it was meant to be.

**Q: What advice would you give to a team member who desires to become an owner at BSAW?**

My advice to anyone that wishes to be a future owner? The first "game changer" that comes to mind is, take the words "I quit" out of your vocabulary. So no matter how bad your day/week was...you know you will be back **tomorrow** and things always get better. The next thing is be that person that makes things happen, think outside of the box, let your energy infect others.

**Q: Were you more nervous opening Bloomington or Eden Prairie?**

I was far more afraid opening Bloomington. The largest debt I had was a house payment, now my name is signed over on many multi-million dollar loans. I have a super great team at Bloomington and I know what ever I need for Eden Prairie they will always be there to save me.

**Q: What have you learned at Bloomington that you have applied at Eden Prairie?**

First of all build a strong team. Cross educate everyone in all departments. This really helps with communication. Next- Promote-Promote- Promote!!

**Q: What do I envision for the future of BSAW?**

GROWTH! We are in the process of many Major changes in our alignment of the company. We are investing time and money creating systems and procedures that will help us grow to new heights. The sky is not the limit for BSAW!

In the next quarter's issue, we will be interviewing Bobby Alton Williams. If you have a question you would like him to be asked, please e-mail the question to [andrea@bobbyandstevesautoworld.com](mailto:andrea@bobbyandstevesautoworld.com) to be added to the list.



# Quarter Recap — Growth Great Things

By: Mark Myers -- Owner

We have had an excellent beginning to our new partnership with Lube-Tech. Since we have been using Lube-Tech's services with their flush kits, we have had a drastic increase in flush sales. If we look at the entire second quarter of our business we can see that for the first seven weeks we sold a total of 34 flushes, the remaining six weeks we sold 102 flushes for a quarterly total of 136. That is the result of getting our people motivated to sell and educating our sales people to show the benefits. We thank the dedication of Mike Marrs at Lube-Tech for getting us product knowledge and the equipment to us. The fantastic promotional tools and point of sale materials that they have created for us have worked, as has the vision of Chris Bame! We are not yet where we need to be, however we are on the right path now.

A great thank you and congratulations to Isabel and our entire team of Enthusiasm Engineers for achieving their store goal

for the quarter! The store looks fantastic and advocate feedback is very positive!

Our new car wash will be coming soon and the team and I are really excited to be able to offer a new high-quality service to our Advocates!

Towing had another quarter of positive growth and hit their goal, thanks to the extra time put in by our towing team and an understanding of what it takes to keep our motor clubs happy. GREAT JOB GUYS!

Our lube department did a fantastic job inspecting vehicles, doing oil changes and promoting the value of the premium Mobil oil line, Great job on reaching your goal!

To the shop team, we had a very slow start to the quarter and we were way down about seven weeks in AND we were able to come back and just by a hair miss the goal, it was no small feat and definitely not a disappointment at all. We'll get it this quarter!

By: Rachael Swanson -- Office Leader

I am so glad spring has decided to stay, winter seemed to linger forever this year (to me at least). A lot of great things have already happened this spring. We had a lot of fun at the Youth Foundation's first Gala at the Women's Club. Thanks to everyone who came and helped! Next year's is already in the works and will be even better. Our next stop is the Golf Tournament which will be August 16<sup>th</sup>, put on your golfing shoes and come see what it is all about!

Another great thing that happened this spring is West Bloomington hit their store goals, thanks to Isabel's great leadership. Congratulations Isabel we knew you could do it.



## Focus

The sharper our focus is, the sharper we are!

Two keys to Focus:

1. Prioritize
2. Concentration

How do we focus our time and energy?

- Focus 70% on strengths
- Focus 25% on new things.
- Focus 5% on developmental needs.

“What people say, what people do and what they say they do are entirely different things.”

—Margaret Mead

## Congratulations!!

Ryan Miner  
Graduate of Hennepin County Tech!

**Generosity**

- 1. *Be grateful for whatever we have.* Generosity rises out of contentment and that doesn't come with acquiring more.
- 2. *Focus on people.* Generosity requires putting others first.
- 3. *Don't allow the desire for possessions control us. If we want to be in charge of our heart, don't allow possession to take charge of us.*
- 4. *Regard money as a resource.* The only way to win with money is hold it loosely and be generous with it to accomplish things of value.
- 5. *Develop the habit of giving.* The only way to maintain an attitude of generosity is to make it our habit to give — our time, attention, money and resources.

**“No person was ever honored for what he received. Honor has been the reward for what he gave.”**

**-Calvin Coolidge**



**Introduction**

By: Grant Drangstveit -- Shop Leader

This is my first article so I should introduce myself. My name is Grant Drangstveit. I am blessed with a beautiful wife, Carley, and two awesome energetic children Devon (3) and Norah (19mo).

I am the Shop Leader at the West Bloomington

Store and after a rocky start and being down \$21,000 after 7 weeks we finished very strong and hope to keep that drive all through this next quarter. We had a huge turnaround after a scheduling change, but most of all when Lube-Tech brought their services to our shop. I want to thank the service writers for pushing the flush

chemicals and the techs and lube techs for their great job executing in the shop this quarter. Thanks to the whole West Bloomington team!!

P.S. Congratulations to our Lube Tech Ryan Miner for his Graduation from Hennepin Technical College In the Automotive Program this quarter!!

**I Love My Job!**

By: Isabel Ramirez -- Store Leader

Hola ! Everyone this is my first Pegasus article at Bobby and Steve's Auto World. I have to say a lot of things but the most import is to make everyone feel happy and special, especially the advocate. All of our team did a great job and we made our goal. We made one! So, we can more! Let's go team!

So, personally, the store going great, however, my next step is to increase our sales more and more! I want to say thank you so much to Bobby and Steve's Auto World for the opportunity and to Mark -- thanks for being patient with me. Well thanks to everyone for everything. I love my job.

**Great Service Moment!! — Yea Ashley Bahe!!**

Yesterday I attended a cousin's graduation party at Bethany Barn in Bloomington.

On my way home to Princeton MN after leaving the party, I realized I had left my purse (including cell phone) at the party. I was in Plymouth and by the time I had returned to the Barn everyone was gone. As is so common now, all the phone numbers I needed were on my cell and I didn't remember the new address of my cousin although I knew it was in Bloomington. I stopped at your gas station and asked if there was a phone book available. Your employee, Ashley, gave me the one behind the counter but it did not include my cousin's phone number/address.

Seeing my frustration, Ashley, helped me locate not only the number but the address and with her help I was off to retrieve my belongings. In this fast paced world, people don't always want to be bothered with someone else's problems. It would have been easy for her to just say she couldn't help me, but Ashley was courteous, diligent and kind in getting me where I needed to be. I want you to know what a good impression she made on me and how much I appreciate what she did for me; it reflects positively on you and your business.

Sincerely,  
Bonnie Nelson

## Value Driven Leadership

By: Jared Scheeler -- Owner

Take a moment to think about the people you admire most. I'd be willing to bet that these people carry one common trait – consistency.

The people we look up to most are likely positive and level headed. They bring a high level of leadership and set a great example. They act upon values, not emotions. Emotional leaders act based upon the way they feel at any given moment. Value driven leaders act based upon the principles they believe in.

The caveat that many people don't understand about value driven leadership is that it's only effective when it's lived each and every day.

Values do not change from one day to the next. They only become more refined over time, just as our leadership should. So those who don't lead by values and principles every day can easily get the reputation of leading by emotion and that perception of inconsistency can be detrimental to our leadership.

I've had the privilege of being associated with two strong, value-driven leaders over the past 10 years: Allen Sando and Madalena Ferreira. I know what to expect with both of them. I know that they are going to bring a consistent level of leadership and commitment every single day. Allen cares about serving with compassion as well as building the best service department we can (not just

today, also for next month and next year and five years from now). Madalena demands excellence of herself and from others even in the most miniscule tasks. They both are like this every day of the week. Though they both technically report to me, I look up to both of them immensely.

Allen, Madalena, and the rest of the outstanding leadership team downtown (Dawn Villiard, Braden Scheeler, Gary Ohnstad, Andrea Van Hofwegen, Zac Meyer, and Mike Kuwica) have done an amazing job at leading our team to higher levels. I'm confident that this "Elite 8" will continue to take us to new heights as we continue our pursuit of being the best Auto World in the World!

## Compassion

By: Allen Sando -- Service Captain

Earlier this quarter Braden asked us in a leader meeting, if we could be the captain of anything in our company what would it be? I chose compassion. The reason this is important to me is because it is a must have quality of a service advisor. Most of our advocates come to

us in a time of frustration and vulnerability and we must have compassion when serving them. We must always put their needs first and serve them with complete care. We have a great opportunity to change the bad situation they are in into a great experience. It would be very detrimental to our business if we served without compassion.

When we all serve with compassion, we become a destination not just another repair shop.

On another note, the downtown store reached out third level annual goal in the shop. A special thanks to all the service technicians, lube technicians, service advisors and tow team that played very hard to achieve this level.



### Initiative

Initiative — We can't leave home without it!

1. *Know what we want.* To be an effective leader, we have to know what we want. That is how we recognize opportunity.

2. *We push ourselves to act.* Leaders know it is our responsibility to push ourselves beyond our comfort zone.

3. *We take more risks.* Proactive people always take risks.

4. *We make more mistakes.* Even though initiating leaders experience more failure, they don't let it bother them.

**“Success seems to be connected with action. Successful people keep moving. They make mistakes, however, they don't quit.”**

**—Conrad Hilton**

# Imagine First

## Listening

To connect with their hearts, use our ears!

Who do we need to open our ears to?

Our followers. Some of our best ideas for the future can come from followers and if we don't listen, we will miss out.

Our Advocates. Great leaders always make it a priority to keep in contact with the people we are serving.

Our Competitors. Leaders learn from what others are doing.

Our Mentors. No leader is so advanced or experienced that he can afford to be without a mentor.

**“A great leader encourages followers to tell him what he needs to know, not what he wants to hear.”**

**—John C. Maxwell**

By: Braden Scheeler -- Store Leader

Let's speak in terms of ideals, ok? Imagine a perfect looking store. In fact, imagine the Bobby & Steve's Auto World that you currently work at or visit. What do you see as you pull in for the first time? What grabs your attention? Pay attention to the finest details – the pumps, the drive, the landscape, the building, etc. What separates the outside appearance of the perfect store from any other store? Would it be safe to say that, in the perfect store, every area is just cleaner or organized better? That is the separator – excellence.

What does the inside look like? What color are the walls? How would it look if every item on the shelf was perfectly aligned and spaced and there were no holes to be found and the entire store, from shelves to displays to the cooler, and it was brilliantly merchandised. The floors would be immaculately clean; like “you'd almost feel comfortable eating off it”

clean. The food equipment would be spotless; the stainless would glimmer and look so professional and high-class. The bathrooms would smell like Legacy of Clean (an Amway product), not urine. The glass would have no fingerprints and be so transparent. Go on and on – everything would be perfect.

Do you realize that we have the ability to make any given area perfect at any given time? If we stock the bakery case and by the time we're finished, it is spotless and fully stocked correctly, isn't it perfect? We can't have a perfect store because we can't work on all things at once but we can have perfect or near-perfect areas.

Often team members will ask the question, “what would you like me to do?” Here is the answer every time: Visualize the perfect-looking store and go execute. It really doesn't get more complicated than that! The reason some people don't know how to be productive when it's

easy not to be is because they don't visualize what the store should look like. This means they have no “goal” and their work habits can be described in the same way that their vision and brain activity are (as it relates to this part of the job) and that is UNPRODUCTIVE. By visualizing the perfect store we are actually being productive (mentally). Usually the result is productivity in the physical realm, however, if we don't see it, we are being unproductive mentally and more often than not the result is unproductive use of time.

Anyone who has taken on the responsibility of presenting the best-looking store possible (so really I'm talking to everyone) has to realize that we have to see it before we can make it happen. The “perfect store” has to be visualized and seen by the mind's eye before it can be accomplished. So that is the goal, folks. Make the store look as perfect as possible. You have to see it first!



Great Service Moment -- Yea Chevy Grill!  
Re: Praise for the maker of the Bel Air Pasta Salad  
Hello. I bought that salad from your deli and it was delicious! 😊  
So please pass along my satisfaction to whoever made it! And tell them to keep making

# Work Ethic



By: Madalena Ferreira -- CEO

If Bobby and Steve's Auto World Holdings named me Captain of a concept or value, because of its importance to work and its inherent ability to strengthen character, it would be Work Ethic.

Work ethics include not only how we feel about our job, career or vocation, but also how we perform our job or responsibilities. This involves attitude, behavior, respect, communication, and interaction; how one gets along with others. Work ethics demonstrate many things about who a person is and how a person acts.

Work ethics involve such characteristics as honesty and accountability. Essentially, work ethics break down to what one does or would do in a particular situation. This begs the question in a situation that involves what is right and acceptable, and above board, versus what is wrong, underhanded, and under the table.

Work ethics, such as honesty (not lying, cheating, and stealing), doing a job well, valuing what one does, having a sense of purpose and feeling and being a part of a greater vision or plan is vital. If we do not have proper work ethics, our conscience should be bothered. People for the most part have good work ethic(s); we should not only want to do, but desire to do the proper thing in a given situation.

There are two central work ethics -- humility and the treatment of others. Humility is being humble, no task is too demeaning. Humility involves servitude, which emphasizes placing other people's need before our own. Treating others with decency and respect equate to the golden rule. The treatment of others involves loving your neighbor, loving your enemy, doing good to those who dislike you. It involves valuing others and knowing they have worth.

I hold this concept in such high value because by having great work

ethic; it elevates my worth to the company and gives me confidence and personal gratification in knowing that I'm holding myself responsible for my actions.

It is going above and beyond and discovering what makes Bobby and Steve's Auto World the best.

Work Ethic is not just coming to work on time and being productive all day however is living the culture of our company and living its vision, mission and values!

If no one, lived by this principle, than we would not be very strong individuals and therefore not a team at all. Rules and systems would not be followed or perfected. "Me" would become more important than "we"... We would just not build the culture that we want to translate to our advocates and team members...

If everyone followed this concept, then we would have to change our name to Bobby and Steve's Auto Utopia.

## Passion

Take this life and love it!

1. *Passion is the first step to achievement.* Our desire determines our destiny.

2. *Passion increases our willpower.* There is no substitute for passion. It is fuel for the will.

3. *Passion changes us.* When we follow our passion --instead of others' perceptions--we can't help becoming a more dedicated, productive person.

4. *Passion makes the impossible possible.* A leader with great passion and few skills always outperforms a leader with great skills and no passion.

**"Anyone can dabble, however, once we have made that commitment, our blood has that particular thin in it, and it is very hard for people to stop you."**

--Bill Cosby

it! (I'm a regular to Bobby and Steve's Auto World, mostly for gas.) Thanks! From a satisfied advocate.  
PS. I also bought that night, for the 1st time, those biscuits from the del counter -- they're good too! 😊

## An Unexpected Journey

### Positive Attitude

If we believe we can, we can!

1. *Attitude is a choice.* Circumstances are not responsible for our attitude, we are.

2. *Attitude determines our actions.* "The winner's edge is all in the attitude, not aptitude. Attitude is the criterion for success." Denis Waitley

3. *Our People are a mirror of our attitude.* "If the only thing we leave our kids is the quality of enthusiasm, we will have given them an estate of incalculable value." Thomas Edison

4. *Maintaining a good attitude is easier than regaining one.* Improving our attitude takes, feeding ourselves the right thoughts, achieve a goal each day, and keep a record of our successes.

**"A successful man is one who can lay a firm foundation with the bricks others have thrown at him."**

--David Brinkley



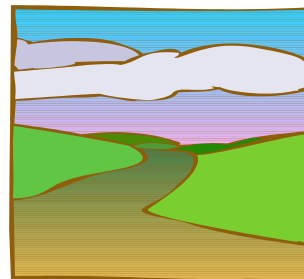
By: John Morgan -- Shift Leader

Given that this is my first Pegasus submission, I'd like to reflect on the series of events that has led me to this point. This point literally being me sitting here at Bobby and Steve's writing an entry to the Pegasus.

When I first started here, I would have never predicted that I would arrive at this destination. I originally got the job simply as something on the side while I finished my undergraduate degree and prepared to continue with graduate studies. I was accustomed to working as a research assistant in labs at the U of M, as I had done nearly my entire undergraduate career. This involved unstructured working hours, little supervision, and limited contact with people outside of my lab. Obviously, each of these factors is in stark contrast with my experience at Bobby and Steve's Auto World, which is why the idea of transitioning into this environment seemed improbable to me.

Alas, I needed a job and I had always enjoyed the people at Bobby and Steve's. I lived only a block or two away at Seven Corners, so I was pretty familiar with the

environment and people here. The first few months of my employment I worked once or, rarely, twice a week. I just used it as supplemental income and an outlet for my excess time. Shortly before graduation, I sustained a knee injury that restricted me from working here for about a month and a half. So, according to my loose estimate, I probably worked about 12 shifts, or about 100 hours, in the first 4 months that I was employed here. In fact, I didn't even know who Braden was until after about 4 months.



*Sometimes, the unexpected journeys are the most rewarding.*

Long story short, after I graduated in December of 2009, I was presented with a dilemma (opportunity?) I needed to find a full time job that would sustain me until fall when I planned to enter law school. Like I hinted, I never envisioned myself working here after graduation, but needless to say, the people grew on me. A few things worked out

and I started working here full time weekday mornings with Braden. Shortly after I became a shift leader and the rest is history I suppose.

What is more improbable than my unsuspected long tenure here is the growth I have undergone during it. When I started, I was an arrogant kid that was used to getting good grades with little to no effort, which blinded me from the trials of the real world. I am sure Braden can attest to this more than anyone, but my arrogance quickly dissolved as I began to learn what true service and leadership were.

I would say with confidence that my experience here has definitely been a good one. The things I have learned from Braden, Mads, and Jared will certainly be indispensable in my future. The qualities of leadership, self-sacrifice, and servitude that the people here have taught me will stay with me for life, and I am thankful for being given to opportunity to hone my skills and refine my personality here.

Being that I am taking another year off before starting law school, I look forward to another excellent year with all of you.

# Uniformity

By: Dawn Villiard -- Office Leader



In a recent leadership meeting we were asked to choose what area or department we would be captain of if we were asked by Bobby & Steve's Auto World Holdings to lead. I chose captain of Uniformity.

Merriam-Webster's Dictionary defines Uniformity as:

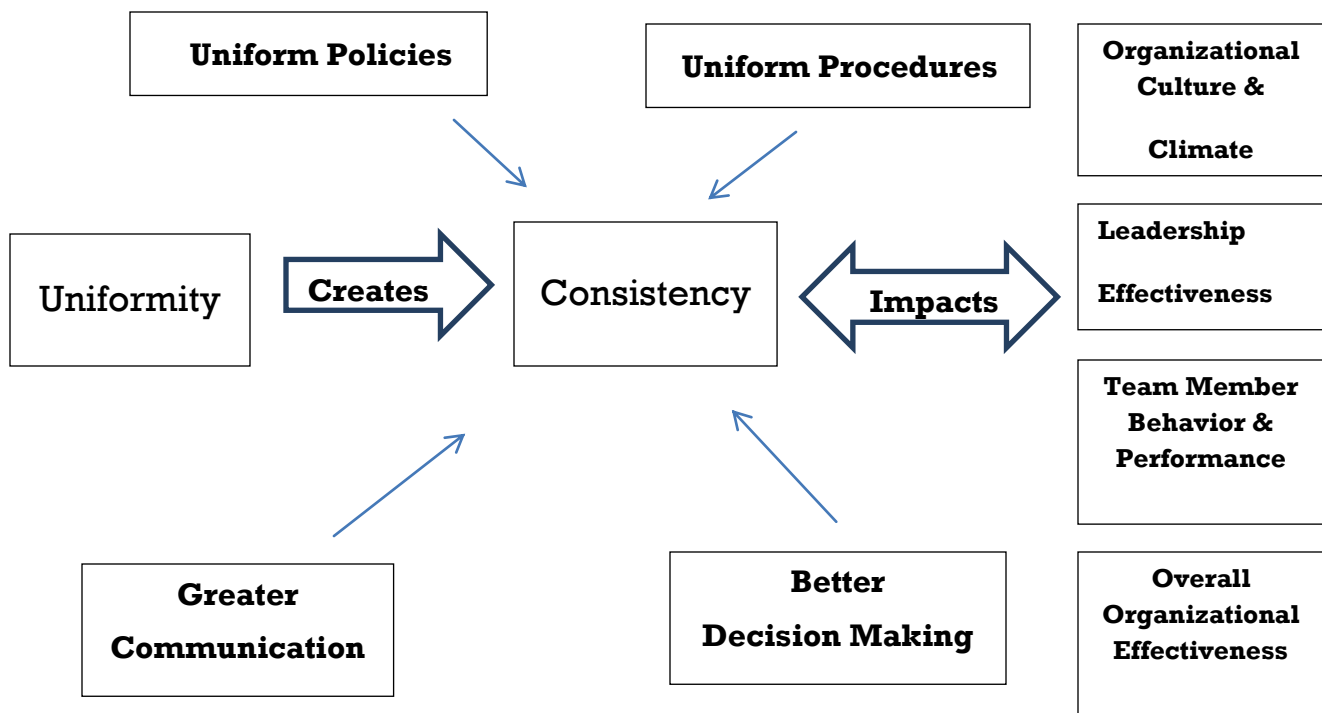
1. Having always the same form, manner, or degree: no varying or variable <uniform procedures>
2. Consistent in conduct or opinion <uniform interpretation of laws>
3. Presenting an unvaried appearance.

I believe having uniform policies and procedures throughout the organization make us stronger. For instance, the consistency that comes with having the same grille menu communicates to our advocates that the same product is available at all of our locations, the same ingredients are used, the same portion size is given etc... bottom line is having a consistent brand builds trust and loyalty because our advocates will know what to expect. Also, internally having the same products allows for us to negotiate better pricing from our vendors and for our team members, providing an education or training program also becomes much easier because everything is uniform at all locations.

The ability to move team members or leaders to other stores is also another great advantage to having uniformity. Anyone, at any given time, would be able to step in and cover in case of an illness, or time off.

Uniformity also allows leaders to be more effective, more time can be spent on growing other areas of the organization. Leader and Team Member performance will increase as clear expectations are defined and practiced.

Below is a chart I drew to illustrate how uniformity flows.



Issue Solving

We can't let our issues be an issue!

The five qualities of leaders with great issue solving abilities:

1. Anticipating Issues
2. Accepting the Truth
3. Seeing the Big Picture
4. Handle one Thing at a Time
5. Don't Give Up on a Major Goal When They are Down.

Not sure how to issue-solve?

Time: spend time to discover the real issue

Exposure -- find out what others have done.

Assistance -- have over team study all angles

Creativity -- brainstorm multiple solutions

Hit it -- implement the best solution.

**“You can measure a leader by the issues he tackles. He always looks for ones his own size.”**

**--John C. Maxwell**



## Lessons Learned

By: Gary Ohnstad —  
Towing Leader

I wrote this article as the quarter went on recording some of the lessons that I have learned.

If we are going to be the Best Auto World in the World, leaders need to step back, think about all our purchases as if we were the owners. Do we really need it? We can all cut back on what we want and look for new ways to save money.

Our team has done a great job of stepping up and learning new ways to help

each other out and to be more efficient and we all made more money. This last year our team did a great job and I know we all had fun.

One opportunity I have had with my team this last year is getting upset really fast at others judging people before we know the entire story. We need to take a step back and look at each opportunity from the other person's eyes before we make any decisions. I know my team is slowly becoming stronger day by day.

We broke the one million dollar mark in Week 9 of our 4th quarter!

Next year will be as much fun and I know we are going to grow and think outside the box a lot more. This year, I am learning the importance of the value of a dollar. cutting back, saving money and helping others grow and build their business makes them more efficient and a lot more profitable.

Thank you to everyone at the Metrodome team for all your help to get us to the one million dollar mark!

## Creativity

By: Andrea Van Hofwegen —  
Chevy Grille Captain

I once used to lament that I was not creative. My idea of creativity was being about to draw, paint, sculpt and other artsy things. I have learned that there is creativity beyond just art and it is one my strengths.

I was at Cub Food the other day looking a their deli case for some new ideas and realized that their deli serves the same salads over and over and over again. We currently have almost 40 recipes in our book for pasta salads! These recipes came from being creative and from taking suggestions from our team members on what they like to eat. Creativity in creating new dishes is a key to keeping our advocates coming back.

Beyond being creative with recipes,

we need to be creative with our solutions for challenges. Sometimes we face a challenge and want to give up because we don't have the right idea right away. Never give up, Never surrender, just keep thinking and ask for suggestions and ideas, because one of the ideas could be the right answer or it could spark your creativity into finding the right answer.

Creativity is like building up your muscles or stamina. Not many of us can or bench press 200lb on their first attempt or run a marathon without training. So how do the athletes accomplish these feats? They start small and continually push the envelop until they stretch a bit more and a bit more until they reach those milestones. Creativity is just the same. Don't say you are not creative, just starting find ways to do it and the more you do it, the easier it will get.

## Success and Failure

By: Andrea Van Hofwegen --  
Chevy Grille Captain

Our team just achieved its first level annual goal. This is the first time we have done this since 2003. We are all excited and proud that we raised our sales significantly over last year. We all started thinking, what are we going to do with this extra money from our bonuses. We were even more proud that we beat the first level by over \$32,000.

We had missed our second level by over \$6,273. At first, I was kind of okay

with that number. At least I was until I ran the math. We missed the second level by \$121.00 a week. All of a sudden, I'm feeling not so great about it. Then I ran one more calculation. We missed it by \$5.75 per shift. That is one Philly Sandwich per shift or a pizza and value selling four people on extra cheese or two people on an extra sauce. That is when I felt down right sick. Just a little more effort on every person's part, we could have succeeded just a little bit higher!

Most of the team was as astounded as I was and we made a pact to break our long standing record this year!



## Vision, Mission & Values

By: Chevy Grille Team

I asked the Metrodome Chevy Grille Team to choose one of the Vision, Mission and Values and comment on how they see it or how it resonates with them and here are their answers.

One team member choose Look Sharp, Feel Sharp, Be Sharp. He feels that this is very important because of the first impression of appearance of our facility and our people make on advocates. He thinks we can live out this value better.

Another answered that our Vision, Mission and Values are just lip service. Which I took to mean that we talk it, but we are not walking it.

A newer team member chose Serving People is the Most Important Part of BSAW. He says that our jobs are all about the advocate, they are our number one priority at all times. We need to offer them respect, even if the advocate is withholding it from us. Always be positive.

Here is another view on Look Sharp, Feel Sharp, Be Sharp: One of the Values of Bobby and Steve's Auto World is: look sharp, feel sharp, be sharp. This is a great concept for team members and employers to strive for, however Bobby and Steve's sadly falls short. Through the years dress codes have been enforced, neglected, and rearranged. The Chevy Grille has ended up with the black and

white chef coats with the idea that they will make the employees look sharp. These coats are ill-fitting, baggy and thick causing discomfort. Besides the size and temperature setbacks, the chef coats also cause a division between the Chevy Grille and all other departments. The coats are black and white, which neglect the official Bobby and Steve's colors. Uniform is an important element which promotes team-work and a sense of unity within a community. The mandatory chef coats prevent team members from feeling sharp, and in return prevent execution of the value look sharp, feel sharp, be sharp.

Another choose the Vision: "To be the Best Auto World in the World, we should start with ourselves. We should strive to be the best we can be! Be the best person, the best team members and the best parents.

By being the best at the following items we would be the best at Bobby and Steve's Auto World:

- A) responsible
- B) Respectable
- C) Friendly
- D) Help one another
- E) Take care of Bobby and Steve's Auto World like it was our second house. (Like cleaning it, organizing it and putting thing back where it belongs.

By doing all this, we would accomplish our vision to the Best Auto World in the World!

*Continued on Page 27*

# Relationship Captain

## Relationships

If we get along, they will go along.

The ability to work with people and develop relationships is absolutely indispensable to effective leadership. According to the May 1991 issue of *Executive Female* magazine, a survey was taken of employers asking for the top three traits they desired in employees. Number one on the list was the ability to relate to people: 84% responded that they sought great interpersonal skills. Only 40% listed education and experience in their top three. If team members need great people skills, think how much more critical those skills are for leaders. What can we do to cultivate great relationships as a leader?

- Use our head and understand people
- Use our hearts and love people.
- Use our hands and help people.

**“The most important single ingredient in the formula of success is knowing how to get along with people.”**

**--Theodore Roosevelt**



By Jeff Bahe -- Owner

Our store and grille leaders were asked this question; “If we could be a captain of any concept or value, what would it be? I would love to be the captain of relationships. I love building relationships! We were fortunate enough on June 8<sup>th</sup> to be honored by the City of Columbia Heights for the playground that the Bobby and Steve’s Auto World

Youth Foundation built for our city. With the relationships I have built over the last 24 years, I knew just about every person that attended the Park dedication. I am privileged to know the Mayor, Police Chief, the Fire Chief and the City Manager along with the council members of Columbia Heights. I consider these people my friends (and partner-hey Bobby!). I wouldn’t have them if I didn’t prioritize

relationship building. Relationships are the Number One thing. When we value our relationships that we have with God, our spouses, children, family, team members, advocates and friends, we keep growing.

I believe I would make a great relationship captain!

Have Fun!

# Smashing the Records in Heights

Great quarter team!

We have completed our 2<sup>nd</sup> quarter and hit some new highs-12 ALL-TIME RECORDS!

Here’s what each department did...

3rd Level: Shop & batteries

2nd Level: Tires, Detail Center & Lube Center and Towing

Our team is growing to new heights! We’re going to do great this 3<sup>rd</sup> quarter. Our leaders are becoming greater every day!

Come see our newly remodeled store. Freshly painted and rearranged. We moved our coffee & deli area and it has really come alive!

Everyone have fun this summer!

## 12 All-Time Records!

- ★ Total oil up 21%
- ★ Total batteries up 58%
- ★ Total vending up 10%
- ★ Total labor up 25%
- ★ Total shop up 17%
- ★ Total SOTG up 11%
- ★ Gross profit up 15%
- ★ Payroll% was down 3%
- ★ Total sales up 18%
- ★ Adjusted gross income up 42%
- ★ Auction up 89%
- ★ Extra expenses up 13%

# Happiness

By: Tracy Bahe --  
Office Leader

I came across this quote the other day and it reminded me of a few people in our organization. "You're happiest when you're making the greatest contribution." I don't remember who wrote it, however, it is so simple yet so true. I have seen this working before my very eyes. Lori Ross is a great example. She put her heart and soul into Derek Goodrich's fundraiser. She gave it all she had and did a super

job! I noticed that, while she was running around all crazy, she always had a smile on her face! It was because she was the driving force behind contributing to Derek's healing. We're very proud of you, Lori!

I was also given the opportunity to work with Steve and Stacy in the MADD walk. I realized that at every event Bobby and Steve's is involved with, whether it's our golf tournament, Holiday celebration, Gala or MADD walk,

Stacy Marchant is always there and always there with a great big smile. I can tell she is happy. I believe she is happy because she is always giving.

Lori and Stacy are both great representations for Bobby and Steve's Auto World. Their attitudes and energy are awesome. We all can learn from them!

Thanks you guys for all you do!



# Towing Tidbits

By: Jake Gillespie --  
Lube Leader

It has been a great quarter here in Columbia Heights. Our towing team started working with the Columbia Heights Police department once again. There was a six month period without them but we are glad to have them back. That, along with some great team members, helped us hit our second level goal for towing. Great job team! The weather is really nice out and our team is ready to go.

Congratulations to Ry, our team member of the month for May. Ry does a great job with advocates and is a huge asset to the towing team. He has probably received more compliments from advocates than any driver I have known.

The end of an era occurred during this quarter; we finally traded in our 2005 Ford medium duty wrecker. None of us really cared for it and we were all sad to see it go. We took delivery of our 2011 Ford F-350 light duty wrecker. It is a very nice piece of equip-

ment and I am excited to use it.

Personally, I have accepted a position with the Columbia Heights Fire Department as a paid on call firefighter. These past six weeks have been spent going through firefighter training and soon I will start responding to actual fire calls.

This has been a great quarter for us here in Columbia Heights and I anticipate the summer to bring us continued success!

## Responsibility

When we carry the ball, the team will follow.

The following are characteristics of people who embrace responsibility:

They get the job done.

No one can do the minimum and reach his maximum potential.

They are willing to go the extra mile.

Responsible people never say, "That's not my job!"

They are driven by excellence.

People who desire excellence--and work hard to achieve it--are almost always responsible. When they give their all, they live at peace.

They produce regardless of the situation.

The ultimate quality of a responsible person is the ability to finish.

**"A leader can give up anything--except final responsibility."**

**--John C. Maxwell**

Security

Competence never compensates for insecurity.

Common traits of a secure leader:

They provide security for others.

For a person to become an effective leader, the kind that others want to follow, he needs to make his followers feel good about themselves.

Gives more to others than they take.

They need to provide validation, acknowledgment and love for their people.

Celebrate team member victories.

Secure leaders give power to others and celebrate other's victories and achievements.

Provide unlimited potential for their organization.

When team members are encouraged and receive recognition, they will perform at their best and when that happens, the entire organization gains.

**“No man will make a great leader who want to do it all himself or get all the credit for doing it.”**

**--Andrew Carnegie**



# Trust

By: Brad Thorup -- Service Leader

One of the key components of a great relationship is “**TRUST**”.

One dictionary defines trust as follows: Reliance on the integrity, strength, ability, surety, etc., of a person or thing; confidence.

Trust is so important in our daily lives. Trust can be difficult to build and

is certainly very easy to destroy. To build advocacy we, first must build trust. Our advocates should enter Bobby and Steve's Auto World with a feeling of trust. Trust is to know that we sincerely care about their needs, trust in our honesty, and trust in our ability to serve their needs. Trust in our quality of products and services.

We, too, must have trust. Trust in our team members to know that they

are giving “their all” to serve our advocates. Trust in our team member's ability to serve our advocates.

Trust is so vital to all relationships.

Are you truly trustworthy?

**FOCUS ON BEING TRUSTWORTHY 100% OF THE TIME AND YOUR LIFE WILL BE SO MUCH MORE MEANINGFUL.**

# Today, Not Tomorrow

By: Jarrod Halstrom -- Operations Leader

Congratulations to the shop, lube center, towing and detail center for hitting their goals. You guys did a great job on staying focused on your goals during this normally slow part of the year.

During our last Grille/Store leaders meeting, we were asked if we could be a captain of something at BSAW, what would it be. I chose to be the T.N.T. Captain (Today not **Tomorrow**). Now, even though we are not perfect in this task, we all need to know the importance of this value. It starts with setting a goal and working diligently to achieve it in a timely fashion. The more we get done **today** allows us to accomplish more in the future. We, as leaders, need to set the tone to our team members when planning tasks for the day and the importance of finishing the tasks at hand; even if it means staying later to complete our goals. It's human nature not to like sacrific-

ing. However when we stay true to this value, we will have to sacrifice some of our personal time. The more we sacrifice, the more we will learn to work harder and smarter. If everyone practiced this value BSAW would be at a whole new level.

I hope everyone has a fun and safe summer. Good luck to everyone on their goals.

## Little Things Can Trip us Up!

By: Luann Anderson – Small Engines

As Bubba and I were out walking **this morning**, I concentrated on what would my article be about? Should I write about the scent of freshly mown grass that permeates the air in our shop? (Actually, it's more like a mixture of grass, gas, carb cleaner, mowed over dog doo with a touch of mold). I know this doesn't sound appealing, but it is actually not bad. It brings me back to the shed that my grandparents and everyone else in the small town, had in their back yard.

As I was reminiscing about those good old days, I stepped on a very small rock, slightly larger than a pebble and almost lost my footing. I was shocked! I know this path like it is my own back yard. I know where every skunk-hole, fallen log, monster tree root and every other obstacle is located. I took great pains to be aware of anything that could (and I mean this literally) trip me up. I could walk this path in the dark and often times have. I can count the number of steps from a point where I need to go around an old tree stump, almost level to the ground, but

not quite, to the wood-chuck-hole that wants to grab my foot! How did I get tripped? How did I get tripped by something so small?

While looking around for some obvious reason for this, or a way to blame Bubba for this, I got it. This is my article. This is a lesson for my business. This is a lesson for life. We focus on the big obstacles and opportunities and the little things can sneak up on us and bite us in the butt!! Little things can cause big issues!!



### Self-Discipline

- The first person we lead is ourselves.
- How do we become self-disciplined?
- 1. *Develop and follow our priorities.* “To do important tasks, two things are necessary: a plan and not quite enough time.”
- 2. *Make discipline a goal.* Self-discipline can't be a one-time event, it needs to be a life style.
- 3. *Challenge excuses.*
- Eliminate any tendency to make excuses.
- 4. *Remove rewards until the job is done.*
- 5. *Stay focused on the results.* Focusing on the difficulty of the work instead of the results can result in discouragement. Instead, count the benefits of doing what is right.

“The first and best victory is to conquer self.”

--Plato

## An Amazing Day!

By: Lori Ross -- Store Leader

What is our #1 value? Serving people is our most important and #1 value! Do we know the answer just because we have to or because we are living it? Do we set out to make this world a better place and leave a positive mark and or milestone in an others life? Are we taking risks on others, like the people in our lives have done for us? I know our most important value because I believe

in the power that it has!

On **May 1<sup>st</sup>**, I got to be a part of a larger than life group of people that also want to serve. We celebrated our home town hero, wounded Marine Corporal and forever team member Derek Lee Goodridge. We, with the help of our great city of Colombia Heights, Derek's amazing family and many wonderful advocates held a benefit in his honor. **May 1st** was like nothing I have ever seen or felt before! Murzyn Hall was over-

flowing with people and love, laughter and tears, hero's and honor! Our Mayor, Gary Peterson, proclaimed the month of May as Servicemen and Women Month in our city. He also he made **May 1<sup>st</sup>**, Derek Goodridge Day and gave our hero a key to the city. I, like everyone there, was so very thankful to be a part of such an amazing day, a day where all that mattered was giving, serving and celebrating those who have and will give their all for us.

### Derek Lee Goodridge Fundraiser



**THANK YOU**

# Forever a Teacher

By: Steve Williams -- Owner

Bobby and I were gifted with a great trip to Bimini Island in the Bahamas. Thank you team for creating the environment for top level people in a 3 billion dollar organization to want to spend personal time with Bobby and I. Yes, it was adventurous. No, we didn't get the trophy sailfish or swordfish or even a mahi mahi. However even in our failures there was success.

Bobby taught the next CEO of Car Quest what commitment was. While drinking was a big part of the atmosphere at this event, the team committed to not starting with a beer until 12:00 noon following a rocking previous night. Well, at 11:00 one guy named Corey broke the pledge. Bobby would

not stand for it. With good humor he INFLUENCED the rest of the team including the CEO of Car Quest. Teaching that Collective Responsibility was important in development of successful team, he sat on the cooler until noon. It was the highlight of the trip for Hamilton Sloan CEO. He shared on two occasions how Bobby's influence {which is the ultimate definition of leadership} was an example to the team.

What was so significant was that the CEO Hamilton Sloan went to Duke University. Yes, the coach that taught this team the five points of the fist needed to form a successful team. Do you remember the other four? The first thing we have to do is CARE about our teammates and the pursuit of excellence we are all pursuing. We must develop laser-like

COMMUNICATION that understands that the words we speak have power so choose those words wisely. Always remember that sometimes our words get misunderstood because words have different meaning to different people. So clarify our thoughts. TRUST in our teammates is essential. So never lie and always tell the truth because the truth will always set us free. The fifth and final point of the fist is SUPREME CONFIDENCE. Once we give our team a small taste of success we can build up confidence. Remember it starts with self talk. When our self talk tells us we can do it guess what? WE CAN. So let us follow-up this quarter with another great quarter. Thank team for a great quarter. Let's do it again.....



## Servanthood

To get ahead, put others first.

A true servant leader:

- Puts others ahead of their own agenda.
- Possesses the confidence to serve.
- Initiates service to others
- Is not position-conscious
- Serves out of love

How to do it:

- Perform small acts.
- Walk slowly through the crowd
- Move into action

**“You have got to love your people more than your position.”**

—John C. Maxwell

# Urgency

By: Sean Hall — Grill Leader

Urgency is one of my passions. It is the essence to truly serving our advocates.

Urgency is acknowledging advocates when we

have a long lines waiting to be served, greeting everyone in line lets them know they are noticed and will be helped.

Urgency is making sure little details are met. If you use the last burger, replace them, so the shift behind you can help

their advocates quickly instead of making them wait because we have to restock on the fly.

Urgency is putting pep in our steps so the advocate can see that we want to do our best to serve them as quickly as we can.

# Attitude

## Teachability

By: Goeff Andrews — Store Leader

To keep leading, keep learning.

I really like what his says.

Five guidelines to help us cultivate and maintain a teachable attitude:

I hope all of you do, too.

### ATTITUDE IS EVERYTHING

1. *Cure destination disease.* Just because we achieves a goal or a success doesn't mean we are done learning.

"The longer I live, the more I realize the impact of attitude on life

Attitude, to me, is more important than facts. It is more important

2. *Overcome our successes.*

Than the past, the education, the money, than circumstances, than failure,

Than successes, than what other people think or say or do. It is more

3. *Swear off short cuts.* As we desire to grow in a particular area, figure out what it will really take, including the price and then pay it.

Important than appearance, giftedness or skill. It will make or break a company...

A home. The remarkable thing is we have a choice everyday regarding the

Attitude we will embrace for that day. We cannot change our past...we

4. *Trade in our pride.* Teachability requires us to admit we don't know everything

Cannot change the fact that people will act in a certain way. We cannot change the inevitable. The only thing we can do is play on the one string we have,

And that is our attitude. I am convinced that life is 10 % what happens to us and 90% of how we react to it. We are in charge of our attitudes.

Charles Swindoll

5. *Never pay twice for a mistake.*

Also we had some team members graduate this spring

And we would like to recognize them

*"it is what you learn after you know it all that counts."*

—John Wooden

Sierra Corneli

Ismael Ibarra

Autumn Kelly

Lilly Mejia

Mitch Ostendorf

Allen Patterson

Congratulations and Good Luck!



## Thank You

By: Randy Neis —Owner

Thank you, Team Members for the best quarter we ever had!

Thanks you team, for your desire, dedication, sacrifice and unshakable determination to put the service back into service!

We must encourage each other. Encouragement is oxygen to our souls!

Encouragement brings out the best in people every day.

We must walk and live by faith in Jesus Christ.

God Bless.

## Feather-touch vs. Touch-free

By: Brent Peterson -- Jack of all Trades

The main aim of a car wash unit is to clean up the exterior of a vehicle and rarely the inside a car. Several methods are applied for car wash throughout the world. There has been a marked development in the quality of paint that sustains smaller injuries on it and simultaneously the quality of brushes has also improved over the years. There is practically no chance of any damage on the finish of the car now in the mechanized all brush car wash. It is a good competitor to the touch less car wash with cell foam facility.

In the modern era, the car wash is done with soap and many other cleansing liquids which contain mild alkalis and acids. They are effective against the impacted dirt under the car and clean the car efficiently. The recent regulations are stricter and operators are required to reuse the water or treat the discharge effectively to maintain discharge water permits.

The improved brush is a closed cell foam brush. This one does not catch any dirt or water and is not likely to make any ill effect on the paint of the car. On the contrary, it offers a shinier look to the car and you will find a polishing effect on your car.

The difference between the friction based car wash and the touch-less car wash equipment is that the feather-touch wash uses brushes and other articles to clean a car where as the touch-less system uses lots of chemicals and high pressure water for the car wash.

Since a car is a big investment, you should take care of the car and the car wash is the most important aspect of the maintenance routine. Next time, give your car a proper car wash with the advantage of the feather-touch car wash technology to get rid of impacted dirt.

Information to this articles came from Prestige Car Wash Equipment



### Vision

You can seize only what you can see.

1. *Vision starts within.* Vision has to come from inside.

2. *Vision draws on our history.* Vision grows from a leader's past and the history of the people around him.

3. *Vision meets other's needs.* True vision is hard reaching.

4. *Vision help us gather resources.* One of the most valuable benefits of vision is that it acts like a magnet—attracting, challenging and uniting people.

*“The future belongs to those who see possibilities before they become obvious.”*

—John Sculley

**21 Indispensible  
Qualities of  
Leadership**

The previous pages of the Pegasus carry one of the 21 Indispensible qualities of a Leader. All these qualities come a book of this title by John C. Maxwell.

The qualities can help us become the leaders that we want to be. Some of us have studied this book in our leadership meetings. If you haven't studied this book, I highly suggest that you get this book. I can't say how much I have learned by reviewing the 21 qualities.

Thanks for taking the time to reading these great truths.



## Laughter is the Best Medicine

Sometimes we have days where we just need to laugh and laugh a lot. Here are some laugh until you bust your gut funnies I found in a book called *Anguished English* by Richard Lederer.

*From Student Papers:*

*The dog ran across the lawn, emitting whelps all the way.*

*A virgin forest is a place where the hand of man has never set foot.*

*I expected to enjoy the film, until I saw it.*

*A passive verb is when the subject is the sufferer, as in "I am loved."*

*The President of the United States, in having foreign affairs, has to have the consent of the Senate."*

*H2O is hot water and CO2 is cold water.*

*When you breathe you inspire, when you do not breathe, you expire.*

*Excuse Notes from Parents:*

*My son is under a doctor's care and should not take P.E. today, please execute him.*

*Please excuse Mary for being absent. She was sick and I had her shot.*

*Please excuse Gloria from Jim today, she is administrating.*

*Please excuse Ray Friday from school. He has very loose vowels.*

*Please excuse Jimmy for being. It was his father's fault.*

*Please excuse Mary for being absent. She was in bed with gramps.*

*Disorder in the Courts:*

*Q: James stood back and shot Tommy Lee?*

*A: Yes.*

*Q: And then Tommy Lee pulled out his gun and shot James in the fracas?*

*A: (Hesitation) No sir, just above it.*

*Q: Were you acquainted with the decedent?*

*A: Yes.*

*Q: Before or after he died?*

*Q: How many autopsies have your performed on dead people?*

*A: All my autopsies have been on dead people.*

*Insurance Accident Report Forms:*

*Coming home, I drove into the wrong house and collided with a tree I didn't have.*

*A truck backed through the windshield and into my wife's face*

*In an attempt to kill a fly, I ran into a telephone pole.*

*An invisible care come from nowhere, struck my car and vanished.*

*The gentleman behind me struck me on the backside. Then he went to rest in the bush with just his rear end showing.*

*The pedestrian had no idea where to run so I hit him.*

*I was on my way to the doctor with rear end trouble when my universal joint gave way.*

*Church Bulletins:*

*This afternoon there will be a meeting in the south and north end of the church. Children will be baptized at both ends.*

*Thursday at 5 PM there will be a meeting of the Little Mother's club. All wishing to become little mothers will please meet with the minister in the study.*

*Don't let worry kill you off, let the church do it.*

*Mixed up Metaphors*

*I'd like to have been an ear dropper on the wall.*

*He's going to hell in a handbag.*

*It is as easy as falling off a piece of cake.*

*I'm not going to be side-tracked into a tangent.*

## How are We like a \$20 Bill?

A well-known speaker started off his seminar by holding up a \$20.00 bill. In the room of 200, he asked, "Who would like this \$20 bill?" Hands started going up. He said, "I am going to give this \$20 to one of you but first, let me do this." He proceeded to crumple the \$20 dollar bill up. He then asked, "Who still wants it?" Still the hands were up in the air.

Well, he replied, "What if I do this?" He dropped it on the ground and started to grind it into the floor with his shoe. He picked it up, now crumpled and dirty. "Now who still wants it?" Still the hands went into the air.

"My friends, we have all learned a



very valuable lesson. No matter what I did to the money, you still wanted it because it did not decrease in value. It was still worth \$20. Many times in our lives, we are dropped, crumpled, and ground into the dirt by the decisions we make and the circumstances that come our way. We feel as though we are worthless, however, no matter what has happened or what will happen, you will never lose your value. Dirty or clean, crumpled or finely creased, you are still priceless to those who love you. The worth of our lives comes not in what we do or whom we know, but by WHO WE ARE. You are special - Don't EVER forget it."

## Vision, Mission, Values Continued from Page 17

Lastly, we the following:

### **I'M ALIVE, ALERT, AWAKE, ENTHUSIASTIC**

#### **ALIVE**

To be Alive  
 To have life  
 To exist  
 To be filled with life and energy  
 To be filled with activity, alive and kicking, healthy and active  
 To be aware, to be able to notice and be noticed  
 To be real and interesting  
 To come alive,  
 To become filled with activity  
 To become exciting and appealing

#### **ALERT**

To be able to think clearly  
 To Notice things  
 To be aware of what is around you

#### **AWAKE**

Not to be asleep  
 Rouse to action  
 To be active  
 To come or bring an awareness  
 To be vigilant

#### **ENTHUSIASTIC**

To be Eager  
 To be zealous  
 To be passionate  
 To be filled with excitement  
 To be interested  
 To be filled with vigor  
 To be filled with liveliness

This is how I identify with these values and how I see other and myself should be rising to the challenge of these values.

Most of the team put a lot of thought and effort into their answers and I appreciate everyone who followed through with the assignment. Some of the answers are obviously not what I wanted to see, however, they were genuine and honest. They are making me think about how I am teaching the Vision, Mission and Values and how I am living them.

Some of the answers made me smile, made me excited and made me think, "Hey, I'm getting through, because they are getting it!"

What I mostly learned is that we need to have buy-in from all team members to really create the culture we want and they have to be lived from the team members up as well as from the leadership.

# BOBBY AND STEVE'S AUTO WORLD

## "Gas With Class"

### Great Service Moment — Yea Bloomington Towing and Shop

Dear Bobby and Steve Auto World:

I just wanted to send a big THANK YOU to your great organization. Today, June 13, 2011, I just got on 494 off of hwy 212 East when I heard a loud bang and my car started sputtering. I figured the worst thing possible happened and I blew a piston or something. I called Progressive Roadside Assistance that I have on my auto policy and they asked who I wanted to come get me and where to take my car.

I'm originally from SW MN, which is where I was coming from, on my way back to Eau Claire WI where I currently live. I had no idea how to answer those questions because I knew of no one in that area. They recommended Randy's Towing and then suggested Suburban Chevy for service because I thought it was something bad that happened with the engine. Well, a gentleman from your place showed up stating that Randy's was busy so your place in Bloomington got the call. He asked what happened and I told him. He started it and listened a little bit and then drove my car on the bed of the truck. He said it sounds

like I blew a spark plug but wasn't sure. He asked why I chose Suburban Chevy and I told him I didn't and that Progressive suggested it. He said that I might have a hard time getting in there without an appointment and that your establishment could probably look at it right away. He explained everything I needed to know and to make a decision to just come to you and have you guys look at it. If it wasn't for him I would probably be still sitting at Suburban Chevy waiting and then paying 3 times as much if not more. I thank that guy driving the tow truck so very much. I'm sure your records show who picked me up today but whatever you do - please thank him for me and please know you have a GREAT ASSET out there on the highway picking up cars and helping people. After about an hour and only \$65 I was on my way again and it was a blown spark plug!!! THANK YOU BOBBY AND STEVE for running such a great business. I have told all my friends on Facebook about you and have "liked" you on Facebook as well. Thanks again!! You have a friend for life!!!

Sincerely  
Peter Brown  
Eau Claire, WI

## BOBBYANDSTEVESAUTOWORLD.COM

### A F. E. W. Thoughts

By: Bobby Williams -- Owner

Thank you to Lowell Zitzloff and your son-in-law Jeff Beckman for getting CarQuest to take Steve Williams and myself on a very special and wonderful deep sea fishing trip to Bimini of the Grand Bahama Islands. Lowell Zitzloff is very special to me as a confidante and has done many, many great things for Bobby & Steve's Auto World as well as the Youth Foundation.

I am very thankful for all the friendships that we made across our great country. We got to meet Hamilton Sloan, the heir apparent to CarQuest as well as his top people. During our trip we had a special chef that cooked all of our food which was extremely delicious. It made me more aware of how important our Chevy Grilles are. Thank you, store and grille leaders and staff for making all of our food very special. I have a stronger desire now than ever

before to be the best that we can be. As a company, we are doing well, however, we can be so much better!!

The question is "How?"

First we must be thankful for where we are and then continue to strive to be all we can be. We must continually set higher standards for ourselves while continually being thankful for where we are. Each of us has learned so much, however, we still know so little. We all need to become better as servants and serving people and meeting their needs. Serving people really starts with serving each other. As a team, how are we doing with serving each other? We need to get much better!! Let's all start with gratitude for where we are on the journey.

Steve Williams and I spent five days and four nights together and all we did was encourage each other. I believe this is the first time in our lives that we spent this much time together and never said a cross word to each other. One of us did lose a key to our room, however we managed just fine.

We now have Eden Prairie opened and leading the way in the shop. We need at least one more great technician. Melissa and her team are working night and day establishing a great culture as well as building a great business. We need to be better, not just bigger. Our summer is upon us and one half of the year is done. Let's strive to have a great second half of 2011 by building stronger relationships with each other and our advocates.

Remember, gratitude is the answer to a great attitude!