



## Meeting Minutes

28 April 2004

Findlay Toyota (Valley Auto Mall)

6:00 PM to 6:35 PM

Members arrived and were treated to sandwiches and chicken strip meals provided by Findlay Toyota. Our Chairman, Matthew Maio opened the meeting by thanking Rich Abajian for having us and thanking Carl Wright for making the arrangement.

### Meeting Presentation:

Mr. Abajian began his presentation by welcoming the attendee's and providing a-little information about himself:

- Rich had been a Football Coach with UNLV - Defensive Backfield in 1983
- He has previously work for Oldsmobile and Saturn
- Rich has also worked in some capacity with Nellis AFB

Rich's message focused on the Toyota experience and was not about the cars themselves. He continued with the following highlights:

- Findlay Toyota is #7 in the Nation in Quality and Customer Service
- The Toyota symbol has a couple of meanings - one of these is the heart of the customer
- Toyota defines anyone they deal with as a customer
- Muda is Japanese for the elimination of waste
- Kaizan is Japanese for continuous improvement
- Respect for the individual is a theme in Japanese culture
- The Toyota "Signature" program is process driven and uses measures for program assessments
- For Quality, details are important
- A new product line, "Scion" is being introduced and is focused at the younger generation
- The Scion will feature "one price selling"
- Dealership staff are involved with teaching their customers about their cars
- Car purchases are followed-up after 7 days
- After 14 days customers receive a picture of themselves with their cars
- Thereafter follow-up are conducted at 30 days
- Quality is perception
- One source of measures include scoring reports that come from Toyota
- Top three dealership measures used are volume, customer satisfaction, and referrals
- Service work is also measured



- The Camry is number 1 in America
- A dealership goal is turning used inventory
- The dealership promotes from within
- Empowered people
- Daily training
- Leading by example

Mr. Abajian finished his presentation by taking questions, thanking the attendee's, and inviting all to checkout the facility.

**Meeting Attendance:** Matt Maio, Barbara Ground, Garabed Kassakhian, Mark McQueen, Carl Wright, Larry Abernathy, Connie Suckling, James Voight, Dave Youngman, Spencer Adams, Dion Stams, Bill Laine, David Hewetson, Colleen Wilson-Pappa, Tommy James, and Charles Van de Putte.

**Closing:**

Members were thanked for their attendance and participation then the meeting was adjourned.