



**Greater New York Automobile
Dealers Association
Communications & Public
Relations Status Report**

May 15, 2019 – September 1, 2019



BUTLER ASSOCIATES
PUBLIC RELATIONS
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To: Board of Directors of the Greater New York Automobile Dealers Association

From: Butler Associates, LLC Public Relations

Date: September 1, 2019

Re: Public Relations Activity Results May 15—September 1, 2019

Butler Associates has continued to spotlight and promote positive messaging on behalf of the Greater New York Automobile Dealers Association (GNYADA), including the impact its member dealers have on communities, the trailblazing women leaders recently elevated to senior positions on the board, the educational programs it runs and the organization's legislative and strategic goals.

These efforts have resulted in more than a dozen news stories over the summer months, including a major feature story, with prominent photos, in the **New York Post** – among the top 10 highest circulating daily newspapers in the country – highlighting the high-quality career paths offered in the industry and quoting extensively from GNYADA's board chair and one of its recent scholarship winners.



Similarly, the Butler Associates team has achieved wide coverage of both the scholarship program and the new board leadership, leveraging these stories to spotlight the opportunities for women in the industry and the opportunities open for an increasingly diverse workforce.

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The elevation of Jane Millman as Board Chair was prominently covered in key industry publications such as **Ward's Auto**, **Autobody News**

WARDSAUTO.

and **CBT Automotive Network**, as important regional publications such as **Long Island Business Journal**.

During the end of the legislative session we helped develop messaging around proposed legislation that would create better regulation of auto brokers and push back and responded to the messages from the brokers as well as additionally provided input as GNYADA developed its draft 2019 economic impact study.

AUTOBODYNEWS
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The following is an overview of strategic communications activities on behalf of the GNYADA from Mid-May until September. Below, please find a more detailed overview:

I. Earned Media Coverage

- **New York Post-** August 14, 2019

The New York Post published a lengthy ¾ page print and digital feature story focusing on GNYADA's scholarship program and one of its recipients, Destanie Greczkowski. It also Board Chair Jane Millman as an industry expert talking about the auto industry as a good secure career field for younger workers to enter, particularly women. The digital edition includes several photos of our GNYADA scholarship winner at work. [\[link\]](#)

NEW YORK POST

Why learning a trade could be the career change you need

By Vicki Sakemi

August 14, 2019 | 12:44pm | Updated



Destanie Greczkowski
Stefano Giovannini

MORE ON: CAREER ADVICE

How do I ask my chatty co-workers to shut up?

How do I deal with my vindictive new boss?

Am I out of date with my management style?

Mechanic switches gears to become doctor at 47

For the past six years, Destanie Greczkowski has worked in retail, but now she's switching gears and moving into the automotive industry. When the Jamaica resident graduates this November from Lincoln Tech with a diploma in automotive technology, she'll already have experience with engines, brakes, fuels, emissions and transmissions to pursue employment at a dealership.

Up until now, she couldn't decide on a career path, but once her boyfriend started attending Lincoln Tech, she was intrigued.

"I wanted to learn how these cars work," she says. "I want to fix them. It's the first time in my life that I know what I was meant to do."

Greczkowski, 24, who received a \$5,000 scholarship from the Greater New York Automobile Dealers Association, says she has "always known I was meant to do more for myself and my family. There's always room for advancement. You may start off doing oil changes, but you could go anywhere. You could end up the owner of a shop or an instructor. The only real limit is how hard you are willing to work."

- **Lioness-** August 15, 2019



Lioness, an online news website that focuses on women leaders and entrepreneurs, wrote an article about Jane Millman becoming Chair of the Board and other women holding top leadership posts, noting that franchise new car dealers have a significant presence on Long Island. [\[link\]](#)

- **CBT News** - July 30, 2019
CBT News, the auto industry news website, published a story on Jane Millman, Melanie Spare-Oswalt and Jordan Daiagi Harary elected as top leaders of the GNYADA board, marking a significant development for women in the auto industry. [[link](#)]



- **LI Business News**-- July 26, 2019
Long Island Business News, the weekly business publication covering Suffolk and Nassau counties, featured Jane Millman becoming chair of the board. [[link](#)]



Wheeler and Dealer

By: Bernadette Starzee July 26, 2019



Jane Millman

Jane Millman is the newly appointed board chair of the Greater New York Automobile Dealers Association, which represents 400 franchised new car dealers in the New York area, including 175 in Nassau and Suffolk.

Millman, who is president of Riverhead Chrysler Dodge Jeep Ram, is one of three Long Island women business owners to hold top leadership posts with GYNADA. Melanie Spare-Oswalt, who is president of Sayville Ford, was reappointed vice chair, and the newly appointed treasurer/secretary is Jordan Daiagi Harary, president of Leader in Cars Auto Group, which includes Garden City Mazda and Huntington Mazda.

Millman worked summers at her family's Riverhead dealership beginning in 1984, while she was in college. She went on to hold leadership positions in sales, primarily in the telecommunications industry, before returning to the dealership in 1995 to run it along with her brother. The dealership, which sells about 60 new and used cars per month, has 32 employees.

As board chair, Millman said she plans to "continue prioritizing the education of the next generation of auto technicians," in addition to "convincing more women to choose a career in the automotive industry."

- **Riverhead Local**-- July 23, 2019



Riverhead Local, a news website based in Riverhead, Long Island, wrote about Jane Millman becoming chair of the GNYADA board. [[link](#)]

- **Wards Auto**--Jul 18, 2019
Wards Auto, a popular industry trade magazine/website wrote this article about Jane Millman as the GNYADA board chair and the associations other top female board members. [\[link\]](#)




DEALERS

Women Now Hold Three Top Spots at NY Dealer Association

Jane Millman says she will focus on abating a technician shortage and bringing more females into auto retailing.

Jul 18, 2019

"It is critically important that we continue to bring a diversity of experience and perspectives to the leadership of one of the most important institutions for New York's economy," Millman says.

- **The Independent**--July 23, 2019
The Independent, a local newspaper on the East End of Long Island East End, wrote an article about Jane Millman becoming chair of the GNYADA board. [\[link\]](#)



- **Auto Body News**--July 17, 2019
Auto Body News, a nationwide auto industry news publication, published a feature on Jane Millman being elected as chair of the board, and about GNYADA having women business owners filling top leadership posts. [\[link\]](#)



New Chair of the Board of the Greater New York Automobile Dealers Association, Jane Millman, being sworn in.

For the first time, Long Island, NY, women business owners now hold three of the top leadership posts at the Greater New York Automobile Dealers Association

- **Queens Gazette**- July 17, 2019
The Queens Gazette, a weekly newspaper in Queens, wrote about GNYADA's scholarship program, highlighting the local students who are planning a career in the auto industry. The article covered the 2019 scholarship recipients and quoted GNYADA President Mark Schienberg. [[link](#)]



- **Autobody News**- July 11, 2019
Autobody News, a national news auto industry news focused website ran an article about the GNYADA scholarship awards. [[link](#)]



Thursday, 11 July 2019 21:12

Tech Students Receive \$20K in Scholarships to Pursue Industry Careers



Students from Lincoln Technical Center for Automotive Education received scholarships from the Greater New York Automobile Dealers Association. From left: Elias Soto, German Gonzalez, Destanie Greczkowski, Oliver Zhou and GNYADA Board Chair Jane Millman.

GNYADA

Four students enrolled at a Queens, NY, post-secondary technical institute have been awarded over \$20,000 in scholarships to pursue careers as automotive technicians, a highly in-demand field that provides a pathway to quality long-term careers.

- **Queens Gazette**- July 17, 2019
The Queens Gazette ran a second interview-style feature article with one of the scholarship recipients, Destanie Greczkowski about her decision to pursue a career in the auto industry and apply for the GNYADA scholarship. This is a good promotional article to drive home the point about automotive careers being good long-term career path choices for younger workers. [[link](#)]

- **Queens County Politics**- June 28, 2019
Queens County Politics, an online community news focused website covered the scholarship awards. The article quotes Mark Schienberg and the scholarship recipients talking about why they decided to pursue a career in the auto industry. [[link](#)]



- **Queens Courier/QNS--June 25, 2019**
The Queens Courier and QNS, a weekly print newspaper and news website in Queens, wrote about GNYADA's scholarship program. The article detailed the 2019 scholarship recipients and quoted Mark Schienberg. [[link](#)]



Queens students receive \$20K in scholarships to pursue careers as automotive technicians



Courtesy of GNYADA

Students from Lincoln Technical Institute for Automotive Education received scholarships from the Greater New York Automobile Dealers Association. (From l. to r.) Elias Soto, German Gonzalez, Destanie Greczkowski, Oliver Zhou and GNYADA Board Chair Jane Millman at the annual golf outing and fundraiser at Fresh Meadow Country Club in Lake Success, NY.

II. Press Releases

The Butler Associates team drafted and disseminated media materials and conducted news desk outreach on a variety of key topics:

June 25, 2019: “Auto Tech Students Receive \$20K in Scholarships to Pursue Careers in High Demand Field”

July 1, 2019: “Safety Tips for Holiday Driving Season” (Opportunity declined due to scheduling conflicts)

July 17, 2019: “Women Lead the Way on New Auto Dealers Board, Earning Top Posts to Represent New York’s Car Retailers”

III. Marketing and Promotion of GNYADA Topics

The Butler Associates team has been reviewing and providing feedback and editing suggestions as GNYADA continues to draft and develop its 2019 economic impact study, including content and visual presentation, selection of data and proposals for further member surveys to be deployed when the study is published.

We have also continued to plan and manage the City & State magazine print and digital sponsored messaging/advertising that GNYADA plans to use for the remainder of 2019. This includes planning a series of strategic messaging packages focusing on the new women leaders of the organization, educational programs including the auto technician scholarships, the philanthropic efforts of GNYADA member dealers and the enormous positive economic impact dealerships have in their communities.

Towards the end of the legislative session, we worked, along with GNYADA’s public affairs professionals in Albany, on messaging aimed at elected officials and other policymakers regarding the “broker bill” under consideration.

Butler Associates also promoted the golf outing event and scholarship program in a news-styled advertisement (below) published in the New York Daily News print addition on July 6, 2019.

\$1.50 - NYDailyNews.com SPORTS FINAL Saturday, July 6, 2019

DAILY NEWS

NEW YORK'S HOMETOWN NEWSPAPER

AUTO TECH STUDENTS RECEIVE \$20K IN SCHOLARSHIPS TO PURSUE CAREERS IN HIGH DEMAND FIELD
Queens-Based Trade Association, Greater New York Auto Dealers Association, raised over \$1M for scholarships to support automotive technology education

Four students enrolled at a Queens post-secondary technical institute have been awarded over \$20,000 in scholarships to pursue careers as automotive technicians, a highly in-demand field that provides a pathway to quality long-term careers.

The scholarships were awarded by the Greater New York Automobile Dealers Association (GNYADA), which represents over 400 franchise new car dealerships in Metro New York, at its annual charity golf outing at Fresh Meadow Country Club in Lake Success, N.Y.

The four students received \$5,000 each to further their education and enter the industry, at franchise new vehicle dealerships in the New York area.

Since creating the scholarship program in 2005, GNYADA has raised more than \$1 million on behalf of automotive education. Funds are raised at the tournament through the generosity of franchise new car dealers, sponsors and others.

The recipients are: **Destanie Greczkowski**, of Jamaica, Queens; **German Gonzalez**, of East Elmhurst, Queens; **Oliver Zhou**, of Howard Beach, Queens; and **Elias Soto** of Yonkers, N.Y.

All plan to pursue careers as auto technicians at new car dealerships in the metro New York area. There are thousands of jobs opening in the industry



“They are the future of our industry and it is looking very bright indeed,” said **Mark Schienberg**, President of GNYADA. “These students have worked so hard to achieve the level of skills that are critical to be in the auto industry. GNYADA and its member dealers are proud to support the education of so many talented young people at Lincoln Tech.”

“I really feel like this is going to change my life and really enable me to do what I love” said **Mr. Zhou**. “In New York, there are so many opportunities, so many dealerships, so many jobs and so much opportunity for growth.”

“I’m so excited to begin my career in an area that I’m truly passionate about,” said **Mr. Soto**. “My particular focus has been in electronics, the high-tech components that are such an integral part of today’s cars. I hope to use that knowledge to build a long-term career at a dealership fixing cars today and into the future.”

“This scholarship is not just going towards me, it’s benefiting my whole family, my son as well,” said **Ms. Greczkowski**. “That’s more that I can do for him in the future. I’m really hoping that if my son sees me going after what I want to do, that will encourage him in the future, and he will go after the things he loves.”

GNYADA represents over 400 new car dealers in New York City, Long Island, Westchester, Rockland, Dutchess Putnam and Orange counties. The members of GNYADA support nearly 70,000 jobs and generate nearly \$50 billion in economic activity.

The Association works to help and inform consumers about the purchasing and servicing options available to them. It also promotes education and training and creates job opportunities for young people interested in pursuing careers in the automotive business.

Students from Lincoln Technical Institute Center for Automotive Education received scholarships from the Greater New York Automobile Dealers Association. From left: Elias Soto, German Gonzalez, Destanie Greczkowski, Oliver Zhou and GNYADA Board Chair Jane Millman at the annual golf outing and fundraiser at Fresh Meadow Country Club in Lake Success, N.Y.

IV. Response/Crisis Management

In early June, we engaged with a reporter from **Crain's New York Business**, who was planning to write a story about the proposed broker bill. The reporter had been receiving a voluminous amounts of misinformation from representatives of auto brokers, arguing strenuously against GNYADA's efforts to back sensible legislation that would create a fair and level playing field for the industry.

Working with GNYADA leadership, we gathered data and factual persuasive responses to counter some of the misinformation spread by brokers and their organization in order to paint a more accurate picture about the purpose of the bill and its potential benefit for consumers.

We arranged interviews with GNYADA President Mark Schienberg to set the record straight and advocate for the legislation and the interests of the dealer members. We countered many of the assertions made by brokers point-by-point with data and facts. In the end, though the journalist seemed determined to strongly represent the interests of brokers, the argument from GNYADA and its members for why this legislation was needed to protect consumers was prominently featured.

V. Pending Opportunities

Butler Associates set up and scheduled interviews with **AutoRemarketing Magazine**, **Modern Dealership Magazine** and **Forbes Magazine** involving the election of Jane Millman as Board Chair that are pending as of the time of this report printing. These are prominent auto industry and business news outlets that help to promote GNYADA's image and prominence in the auto industry and further the organization's activities and message to a professional audience and industry specific audience. We will continue to pitch these and similar publications, especially the industry specific outlets, to promote stories in the future and make GNYADA a stronger more prominent voice in the auto industry.



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