

Georgetown Chevrolet Buick GMC has deep community roots

By Melanie Hennessey
Special to The IFP

When Trevor Stroeder took over as Georgetown Chevrolet Buick GMC's managing partner earlier this year, he knew he wanted the dealership to give back to the community in a meaningful way.

After hearing about homeless youth in Halton Hills who were sleeping outside in frigid winter temperatures, he had found his cause.

The Mountainview Road dealership then partnered with Links-2Care and has held several fundraisers since to help local youth in need and also bring awareness to the local organization.

"There's a lot of help in our community for seniors and very young people, but there's not much support for teens," he said. "My heart goes out to these kids. There's no grace today with social media. You're at an awkward point of life and everybody's there to photograph it with their cell phone."

As a relatively new Georgetown resident, Stroeder and his wife, Alana, look forward to contributing to the community in a variety of ways, from fundraising to coaching soccer. The couple moved to town in the spring with their two children, four-year-old Sadie and seven-year-old Jacob.

"The sense of community has been great.

We've met so many people in such a short amount of time," he said. "We feel like we're meant to be here, and we want to make sure we can do even bigger things going forward."

The Kitchener-Waterloo native brings 16 years of experience in the automotive industry to the table. He began by attending an auto marketing management program in Barrie, and then went down to Texas to finish his degree. He met Alana while attending school in the States, and she now works alongside Stroeder as Georgetown Chev's business development manager.

Prior to heading up the local dealership, Stroeder spent 12 years in the Kitchener area selling cars, followed by four years in London as Finch Chevrolet's sales manager.

So what is it that he loves about his job?

"The biggest part is the people," he said. "You could go anywhere to buy a vehicle, but when that person comes through our doors I love making sure we're listening to their needs."

When he's not at work, Stroeder enjoys sports, classic cars, spending time with the kids and cooking.

Georgetown Chevrolet Buick GMC is located at 33 Mountainview Rd. N. For more information, visit www.georgetownchev.com.



Trevor Stroeder

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