

RUMOR DU JOUR

Paul Auty is moving to Alliston. Truth is, my family loves it here so we'll stay until we're asked to leave (excuse me while I make a quick call to warn the newspapers "Letter to the Editor" department). Ha! Here's the deal, Daimler Chrysler has chosen us from a group of a dozen or so candidates to re-ignite a fallen star in the town of New Tecumseh. We're flattered. We beat out some pretty high profile, deep pocketed players. My friends ask "why would you take on that problem when Georgetown Chrysler Jeep drives you nuts already"? Greed? Nah, by the time I pay off Georgetown, my kids (six, two & one) will be entering university or getting married if those institutions still exist. Ego? Yeah, a bit. Pride, Legacy? Yeah, I suppose. Giving Back? That's it. Giving back is what it's all about.

Let me explain. The success of Georgetown Chrysler Jeep is the direct result of hard work by the members of our Team (notice no I in the word team). We've lost some players, some were asked to leave but most don't want to leave. I hear one ex routinely pedals in from his home in Brampton on his unicycle just to be near us. Wow! Anyway, we try to set the environmental stage for people to belong and thrive. Although important, I think money is only a short term motivator. Going into Y2K we are stocking up with talent that requests a challenge more often than a raise. Alliston Chrysler was acquired to provide opportunities and reward through "promotion from within" the exceptionally skilled and hard-working men and women who made Georgetown Chrysler Jeep a huge success. Success for me meant surrounding myself with quality people in areas in which I was weak. In other words MOST AREAS.

I would love to be considered a breeding ground for top quality people in our industry. People with a sense of purpose, who want a chance to make a difference and a strong belief that what they do matters. You accomplish this by making every employee a "value proposition". What I am saying is that the employer/employee relationship must make sense for both parties. Cultivating enthusiasm, respect and loyalty in both your workforce and a growing community is tough, but if it ultimately results in giving back more than you take, count me in!



Paul D. Auty



GEORGETOWN CHRYSLER JEEP

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