



GMMDA MENTOR PROGRAM PROVIDES SUPPORT FOR NEW DEALERS

The General Motors Minority Dealers Association (GMMDA) Mentor Program is proving that two dealers are better than one as dealer candidates and newly appointed dealers pair with seasoned GMMDA board members.

([PRWEB](#)) December 5, 2002 -- SOUTHFIELD, MICHIGAN — Thursday, December 5, 2002 - The General Motors Minority Dealers Association (GMMDA) Mentor Program is proving that two dealers are better than one as dealer candidates and newly appointed dealers pair with seasoned GMMDA board members.

The GMMDA officially launched the Mentor Program earlier this year to provide an official program for ready-now candidates and newly appointed dealers to participate in a network of information sharing with seasoned and successful GMMDA members. The Mentor Program is just one example of the GMMDA's initiatives to ensure the success and profitability of GM minority dealers.

The objective of the program is to provide GM minority ready-now candidates and newly appointed dealers with an assigned mentor to provide a wide range of support, guidance and assistance with dealer issues including, securing dealership appointments and understanding the various business principles of day-to-day dealership management. The program requires mentors to contact their assigned mentees a minimum of two times per month. Mentors must also submit a quarterly written report on the progress of their mentoring relationships to GMMDA Board Member and Mentor Program Project Leader, Dzung Nguyen.

Nguyen attributes the success of the program to the enthusiasm and support of the board members and high levels of accountability. "The board members are doing a great job as mentors," said Nguyen. "They are deeply committed to helping secure dealership appointments, as well as, helping each dealer be successful."

As a mentor, Nguyen focuses on sharing his experiences. "A mentor is someone you can go to that has some experience," said Nguyen. "It's all about sharing our experiences in hopes that others can learn a few things and avoid making some of the mistakes we made."

"The program actually meets two needs," said GMMDA President Gregory Jackson. "New dealers need a more experienced friend in this business. At the same time, more experienced dealers need opportunities to give back and invest in others. It is very difficult to make it in this business by yourself."

Frank Sylvestry, newly appointed President of Sylvestry Chevrolet says his relationship with mentor Chandler Lee, has been "a very positive experience." "We are continuing the relationship we had during my training program and we talk all the time," Sylvestry said. "Chandler takes the time to go over all the things I need advice on, which is just about everything."

The GMMDA is a non-profit organization that represents the interest of over 385 minority owned General Motors dealerships across the country. The mission of the GMMDA is to promote, protect and encourage the viability and profitability of all existing General Motors minority dealers and to encourage, through cooperative efforts with General Motors, the installation of new minority dealers in viable and profitable opportunities.

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