



GMMDA Honors Jane Newcomb for Minority Dealer Advocacy

General Motors Executive Jane Newcomb was honored by GM Minority Dealers Association with a coveted award for her leadership in minority dealer advocacy.

The GM Minority Dealer Development Program, through August 31, 2002, has increased its ranks of minority-owned dealerships to 380, a record number since the inception of the program more than three decades ago.

SOUTHFIELD, Michigan – September 25, 2002 – General Motors Minority Dealers Association ([PRWEB](#)) October 8, 2002 -Southeast, Minority Dealer Development, General Motors Corporation with the association's Shining Star Award. The new award was designed by the GMMDA board of directors to recognize Newcomb for her significant contributions to the advancement of GM minority-owned dealerships.

The award was presented during the General Motors Minority Dealers Summer Conference, held at the Atlantis Resort in Nassau, Bahamas, in August. More than 500 guests were present at the association's dinner reception, as GMMDA President Gregory Jackson presented the GMMDA Shining Star Award to Newcomb for her demonstrated commitment and dedication to GM minority dealers and the GM Minority Dealer Development Program. "Honoring Jane was a unanimous decision by the board of directors," said Jackson. "The entire GMMDA organization appreciates her consistent support and efforts."

Gregory T. Baranco, president, Baranco Buick-Pontiac-GMC, Inc. of Atlanta, who served as the association's first president, expressed the widespread enthusiasm for Newcomb's recognition, and noted, "For many dealers, including me, Jane Newcomb has been a guiding light in the midst of the struggle. This award is a true testament to her leadership and the respect she has earned among the dealers, not only in the Southeast, but nationwide."

Newcomb joined General Motors in 1978 as a college student at the former GM Assembly Division, Willow Run Plant in Ypsilanti, Michigan. While in manufacturing, she progressed from assembly line worker to first-line production supervisor in 1982. Newcomb joined the Buick Sales, Service and Marketing organization in Flint, Michigan in 1984, gaining progressively responsible experience in field sales management, marketing, and advertising. Recruited by former GM vice president, William C. Brooks, she was promoted to manager, community relations in 1995, and held that post until her appointment to Minority Dealer Development in 1999.

Born in Ann Arbor, Michigan, Newcomb received a bachelor's degree from Eastern Michigan University in 1979, and is currently pursuing a Master of Business Administration degree at the University of Michigan. Newcomb serves as a member of the board of directors of Model of Racial Unity, Inc. and is a member of the National Urban League. She is also a volunteer for Big Brothers Big Sisters of Metropolitan Detroit.

At GM Minority Dealer Development, Newcomb is committed to the long-term success and profitability of the GM minority dealers in the Southeast, a portfolio that spans eleven states. She is responsible for candidate recruitment and development; and dealer selection, appointment, profitability and retention. Last year,



Newcomb surpassed the net minority dealer appointment target set for the Southeast, and she is lauded for her strong track record in dealer retention.

Eric E. Peterson, executive director of GM Dealer Development, and Robert J. Romero, general director of GM Minority Dealer Development were both on hand during the tribute to Newcomb. Jane Newcomb's passion for her work is the key to her success, said Peterson. Bob Romero and I are very proud that the GMMDA has recognized Jane for her accomplishments.

The General Motors Minority Dealer Development Program, developed in 1972, is the recognized leader in the automotive industry. Through August 31, 2002, GM has increased its ranks of minority-owned dealerships to 380, a record number since the inception of the program more than three decades ago.

The GMMDA was formed in 1987 as an independent non-profit minority dealer association. The organization's mission is to promote, encourage, and protect the viability and profitability of all existing GM minority dealers, and to encourage, through cooperative efforts with General Motors Corporation, the installation of new minority dealers in viable investment opportunities.



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