

# The Skillet

Serving Up New Choices For Your Life!

Happy Holidays

Volume 1  
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## The Main Course



Richard Jorgensen, CEO

*Because we felt it was the right thing to do, we notified the employees “months” before the sale was consummated or completed. In most dealerships, this honesty would have caused a “mass exodus” of employees.*

*The fear of change destroys their focus and devastates the profitability of the dealership.*

*In our dealership, our employees (we had 115) chose to stay and support us...all the way through the changeover. THE LAST MONTH IN BUSINESS AS ROSE TOYOTA, WE HAD THE BIGGEST PROFIT MONTH IN OUR HISTORY.*

*I feel that your seminar had a significant affect on how our employees related to each other, their supervisors and our ownership. It starts with the ownership.*

*If they truly believe in developing a culture (honesty and integrity is a must), it flows through the supervisors and through the all the employees.*

*We believed it, instituted it and made it our culture.*

*We still keep in contact with many of our employees from Rose Toyota. Not only were we mutually instrumental in our combined success, we have remained friends.*

*Thank you for your support!*

*Sincerely,  
Rose Toyota  
Byron E. Rose  
Byron E. Rose  
Vice President & General Manger*

## Side Orders

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## Help for your Business!

We live in a world that is constantly changing; if your business does not change to match the world, you will go out of business!!!

[Creating A Culture Responsive To Change](#)

Wed Feb 5<sup>th</sup> 2002

6-8 pm PST

8 weeks

[Pricing information](#)

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### Do These Principles Really Work?

The real test in any program is the long-term effect of the program.

Here is a letter we recently received from a company that installed the program many years ago.



Richard:

*I am writing this follow-up letter to tell you about the long term results from the... “**Creating a Team Culture Responsive to Change**” seminar you held for Rose Toyota.*

*As you know, our seminar took place a few years ago. Since then, I can't count the times that our managers quoted you. They never forgot all the things you taught them.*

*We worked together to achieve our mutual success with “very few” changes in personnel...until November of 2001. At that time, we sold the Toyota dealer ship, and the property in Mission Valley.*