

Meetings: Tuesday 12 Noon, Bella Vita Restaurant

President: Ineke Boekhorst Phone: 604-467-2420
Secretary: David Riddell Phone: 604-406-8882
Editor: Peter Boekhorst Phone: 604-465-3392

E-mail the President
E-mail the Secretary
E-mail the Editor



MARCH IS WATER AND SANITATION MONTH

Today: Myles Lamont - Living above the Arctic Circle

Next Week: Val Patenaude - Historical Society

Happy Birthday	Happy Anniversary

CALENDAR OF CLUB AND DISTRICT EVENTS:

Date	Time	Event	Venue
Apr. 22	7 pm - 9:30 pm	Rotary Wine Festival	ValleyFair Mall, Maple Ridge
May 4-7		The 2017 "Make It Happen!" District Conference	Seattle Marriott Waterfront Hotel
Aug. 13		Rotary Duck Race	Maple Ridge Park – Alouette River



Wine Festival
and Craft Beer Tasting
Rotary Club of Meadow Ridge

Join us for international wine & beer tasting, silent auction, great live music and local culinary delight!

Saturday, April 22, 2017
7:00 - 9:30 pm
ValleyFair Mall, Maple Ridge
Tickets \$45 ea.

For tickets call
Ineke Boekhorst: 604-467-2420
or Deddy Geese: 604-467-5535
For online tickets: www.RotaryWineFest.ca
Proceeds to support Youth, Culture and other Rotary Charities in Maple Ridge and Pitt Meadows

Thank you to all sponsors who make this event possible!

Sponsors: ValleyFair, THE NEWS, ALARM ASC SECURITY, Avanti, Tri-Tel, THE FRONTPORT & MANY TEAM, Mark's, Susafit, CIBC, the co-operators

Happy and Sad

- Patrick O'Brien - 2 happies - one, that he is getting another administration person at RBC Dominion Securities, and two, that he is happy and healthy on his **54th birthday**.

And as Stefanie said to Patrick:



- Ineke Boekhorst - also 2 happies - one, that she had a good time visiting her family in Kelowna over the weekend, and two, that she made it over the Coquihalla highway without any problems.
- Lynda Lawrence - 2 happies as well - one that she is happy, and two, that she is still happy.

Fine Master

Eric Mollema was appointed fine master to replace Urma, and proceeded to arbitrarily fine everybody one loony without any legal basis or colour of right whatsoever. (Must be the Trump influence?).

Wine Fest

We are looking for two or three table sponsors as well as silent auction items. Chairman **Dave Rempel** reminded us that the most important thing is to get out there and sell tickets.

LAST WEEK'S MEETING

March is Water and Sanitation Month:

Clean water and sanitation is a human right. When people, especially children, have access to clean water, sanitation, and hygiene, they lead healthier and more successful lives.

President's Quote for the Day by George Burns:

Happiness is having a large, loving, caring, close-knit family in another city.

Guest Speaker - Scott Jones - West Coast Auto Group

Scott, along with his sister Michelle, now own the West Coast Auto Group. Scott gave us a brief history of their company and spoke about some of the trends in the auto industry.

West Coast Motors Ltd. (West Coast Ford Lincoln), was first incorporated in May of 1953. The original owner had five people in his employ. By 1963, the number had grown to a dozen, and it was then that E.G. (Ted) Jones (Scott's grandfather) purchased the business. In 1968, Ron Jones (Scott's father) joined Ted in management of the company. At that time the dealership was located on the property which is presently the Salvation Army Caring Place.



The Mercury/Lincoln brand was added to the Ford franchise in 1971, and in 1972 West Coast Motors (West Coast Ford Lincoln) relocated to their present place of business. Soon after, they established Leisure Village as their recreational vehicle division.

By the mid-1980s, management realized they had to broaden their customer base and provide vehicles for both import and domestic vehicle consumers. They established and are now operating a Toyota dealership in a brand-new facility in Pitt Meadows, as well as a Mazda dealership, also in a new location in Pitt Meadows.

At the onset of the 1990s, West Coast Ford Lincoln teamed up with West Coast Toyota, West Coast Mazda and West Coast Detail & Accessory Centre to form the West Coast Auto Group, which now also includes West Coast Nissan and the brand-new West Coast Kia (which is a Korean manufacturer), both in Pitt Meadows. They have grown tremendously since 1953, when sales numbered 25 to 30 vehicles per month, to its current sales volume which exceeds 6,000 units yearly. Toyota has the largest sales with approximately 1500 new vehicles per year. Approximately 50% of their customers are from outside the local market of Maple Ridge and Pitt Meadows.

As a teenager, Scott did odd jobs at the dealership, and after working at a couple of jobs outside the family business, started as the service advisor at the Ford store. As the West Coast Auto Group approached the new millennium, a third generation of the Jones family was introduced into management. In the early 90s, Scott Jones became General Manager of West Coast Toyota and West Coast Mazda, and by the mid-90s Michelle Jones-Ruppel was named General Manager of West Coast Ford Lincoln and West Coast Nissan. West Coast Auto Group now has one American, three Japanese, and one Korean brand.

West Coast Auto Group has for many years been a great corporate citizen, giving back to the community. They are the sponsor for West Coast Auto Group Football Club, the local soccer club for youth and adults in Pitt Meadows and Maple

Ridge, which has about 4,000 members. As we learn from the website:

Merging from two separate soccer clubs in 2012, the WCAG Football Club created a development program for a unified soccer club enabling local players to receive the opportunity to play at any level. The WCAG Football Club provides a variety of programs for youth and adults year-round that allow individuals to develop their skills and potential. With the annual WCAG Football Club raffle, participants have the ability to enter the drawing to win a new vehicle which is provided by the West Coast Auto Group, along with other fantastic prizes.

As many as nine \$750 scholarships are awarded every year to the club's players, referees, and coaches. Candidates are selected based on specific criteria for scholarship consideration.

All registered members and their families are eligible for 'Fleet' pricing at West Coast Auto Group dealerships as well as a 10% off parts, service, and detailing. Furthermore, for every referral made by a registered member resulting in a vehicle sold, \$100 is donated to the West Coast Auto Group Football Club.

The Jones family established the Founder's Cup Foundation, which supports numerous organizations throughout the community to help meet the needs of its citizens. Since it was established, the Founder's Cup Foundation has raised \$2.5 million for local charities. Some of those organizations include the following:

- The Maple Ridge Community Foundation
- InnerVisions Recovery Society
- The Haney Rotary Club
- S.T.A.N.D. Foundation
- VGH Centre for Cardiac Rehabilitation and Risk Factor Management
- BC Sports Hall of Fame
- Pacific Open Heart Association
- Pacific Parkinson's Research Institute



Scott said he is an "exciting time" to be in the auto industry, and he made some observations about the changing landscape of the business. Particularly in the past 10 years in this digital age, customers are very educated about the cars which they purchase. Before that, a customer would typically visit approximately 9 different dealers to get information about, and test drive, the

vehicles. Nowadays, the customer has already researched the vehicles and typically only visits 2 dealerships before deciding on a purchase.

Another interesting development is the consolidation of dealerships and manufacturers. Large Auto Groups are buying individual dealerships, particularly in the United States, but now also in Canada.

One such example is OpenRoad Auto Group. Its website says: *since launching its identity as OpenRoad Auto Group in 2000, it has grown to be one of the largest and fastest growing automotive retail groups in Canada. OpenRoad Auto Group has 950+ Associates and represents 17 new car brands and over 500 used vehicles at 22 locations in Canada and the United States.*

AutoCanada's website says: *it is one of Canada's largest multi-location automobile dealership groups, currently operating 56 franchised dealerships, comprised of 64 franchises, in eight provinces and has over 3,800 employees. AutoCanada currently sells Chrysler, Dodge, Jeep, Ram, FIAT, Chevrolet, GMC, Buick, Cadillac, Infiniti, Nissan, Hyundai, Subaru, Mitsubishi, Audi, Volkswagen, BMW and MINI branded vehicles.*

Apart from dealership consolidation, another trend is manufacturing consolidation. For example, the Fiat /Chrysler merger; and Peugeot is now buying the European division of General Motors, and there will no doubt be further consolidation of manufacturers in the future. There is a strong push to reduce the miles per gallon which vehicles can attain, as well as a strong push to alternative fuels. The EPA was pushing for 55 miles to the gallon, which Scott believes may be difficult to attain. The "Trump factor" may ease regulations on the car manufacturers, which must be attainable for the industry to flourish.

As far as NAFTA is concerned, Scott believes that Canada will be safe due to the interdependence of the car industry in Canada and the United States:



Another trend is that "Millennials" may be less keen on car ownership, with such car sharing companies as Cars on the Go, Uber, Tesla, and Car Share:



And of course the advent of autonomous vehicles:



'...Not too fast! Mind that cyclist ...Left here ...Brake ...BRAKE YOU FOOL!... Careful, there's a dog...'

Scott says that the West Coast Auto Group is a medium-size group. Having five brands gives them economy of scale, but at the same time allows them to serve their local community and provide their customers with great personal service. Scott and Michelle are happy with their Group, which is one the largest (if not the largest) employers in Maple Ridge and Pitt Meadows.

Scott and Michelle have won the local Chamber of Commerce Business Person of the Year twice, as well as the Large Business of the Year. They have also been the recipient of various Auto Industry Awards, including awards from the brands that they represent.

50/50

Betty Levens won the privilege of tearing one card in half.

President's Closing Quote of the Day by George Burns:

Too bad that all the people who know how to run the country, are busy driving taxicabs and cutting hair.

Submitted by Laurie Anderson