**BUSINESS SPEECH**

**FOR**

**ANGELO ZITO**

Hello everyone and welcome to this well deserved acknowledgement! Someone once said “If you love what you do, you never have to work a day in your life.” It is at moments like this, when we celebrate having received a prestigious award, that we can trace the roots and reasons how and why we got to where we are. It has to do with being a part of, and endorsing a culture of commitment, teamwork, perseverance, and alignment, and that’s just what we’ve created and thrive on at BMW of Mount Laurel.

The BMW Center of Excellence award is given to the top 10% of dealers in the United States with 345 dealers in the body. It is with great pride and with even greater gratitude that we acknowledge and celebrate receipt of this award.... shared among **ALL OF US.**  It’s been said that “Excellence always sells.” On the surface, that seems like a simple statement, but as we all know, it takes a finely tuned “machine” to make sure gears mesh, pieces fit, and cooperation and dedication are **RAMPANT** at every level. Each and every one of you that are celebrating this recognition have played an integral part in our effectiveness.

I want to acknowledge the organization and people who not only inspire a context of success, they also encourage and promote that atmosphere down to the last detail. To all of our partners at Holman Automotive, (**Name them here**) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, it’s a privilege to work with you. There is something very special about this group and a uniqueness to Holman that I love, and that uniqueness is that we are family.  Not just colleagues or standard coworkers but family... looking out for one another and working towards a common goal always, constantly positioned and supported to succeed. I have been with BMW for many years and wasn’t a COE winner until my arrival at BMW of Mount Laurel and what a privilege it is to be here.

We’ve all been around long enough to recognize when a dealership, company, or any business entity does an exemplary job. We know how **WE** want to be treated when we are consumers, and so it would logically follow that we would want to provide the best possible quality of care, service, and responsiveness as providers of a superior product. I know that I am someone that really appreciates stellar service when I am at the receiving end, and I am sure you all agree that as a team, we strive to provide nothing less than that to our clients. Hospitality entrepreneur Danny Meyer, at the helm of a syndicate of top tier restaurants, had this to say, “It’s the job of any business owner to be clear about the company’s non-negotiable core values. They’re the riverbanks that help guide us as we refine and improve our performance and excellence, A lack of riverbanks creates estuaries and cloudy waters that are confusing to navigate. I want a crystal clear, swiftly flowing stream.” I think it’s safe to say that with our Holman partners, we are blessed with that same non-negotiable commitment to clarity, appreciation, and relentless respect.... and the client clearly recognizes this and responds accordingly.

As with any entity, the greatest product on earth may be on offer, but nothing really ever “sells itself.” What makes a company effective and successful is its people... at every single step in the process. There is **NO ONE** that is extraneous at BMW of Mount Laurel. Each one of you adds your heart and soul and determination to the mix and we know we must be doing “something” right. How do we know? Because we’re **here**. There are many factors that come together to win this award. There are key benchmarks that must be obtained, but it’s the focus, dedication and passion of all of you that make a back to back win possible... and with Holman’s guidance at our “riverbanks,” it is very gratifying to share this with all of you.

Chris (Chris Kern VP of BMW Operations) and I are so grateful for all you do because you are why we are here and you are what makes BMW of Mount Laurel so special. It’s not the building or the cars that it’s all about, but great people doing great things.  Andrew Carnegie said, “Teamwork is the ability to work together toward a common vision. The ability to direct individual accomplishments towards organizational objectives is the fuel that allows common people to attain uncommon results.” I truly believe that Our team demonstrates understanding of the **technology** of success because of this... it is clear that our connection goes beyond that of mutually respected coworker. We really are more of a family, and I doubt that I would be able to be prouder of this group than I already am.

Today we take time to celebrate, but tomorrow we go back to work... **TOGETHER**.... and we will continue to pursue a culture of excellence, impeccable service, outstanding value... in every sense of the word, and unprecedented customer satisfaction. Let’s say the “secret” to our success really isn’t such a big secret. Our achievements are a natural result of the exceptional atmosphere within which we operate, and while “perfection” may be seen as an unattainable ideal, excellence is within our grasp and is possible every single day.... and it doesn’t show up in only the grandest of gestures and demonstrations... every aspect of what we do provides an opportunity, and I am proud to acknowledge all of you for showing how much you **care** and how attentive you are to even the smallest details. That level of pride in your work cannot be disguised or hidden.... it’s very clear with every task completed..... from the management level to the service department, to sales and everything in between.

We know that the climate in consumer spending trends is constantly changing. The adaptability you demonstrate is worth acknowledging. The enthusiasm you bring to the dealership is infectious... in a very welcome way, and we look forward to many seasons filled with even greater challenges and more acknowledgement. This team is the embodiment of something mentioned by Thomas Edison when he was asked about coping with challenges. He said, “When you have exhausted all possibilities, remember this: **you haven’t**.” Thank you for your perpetual enthusiasm... your incredible teamwork... your insatiable drive for success... for **ALL** of us. I want to extend repeated and sincere gratitude to Holman for all you do for and with us. Here’s to even greater teamwork and accomplishments in the future for the BMW FAMILY of Mount Laurel!!! Thank you all!!