

July 2015



## **GMADA's longtime labor attorney Steve Burton passed away unexpectedly on July 15, at the age of 63.**

A partner at the law firm of Felhaber Larson, Steve spent his entire career with the firm after graduating with honors from William Mitchell College of Law in 1977. After studying under GMADA's previous attorney Bob Fenlon, Steve took over managing GMADA's labor relations in the mid 90's. Steve guided the association through six labor contracts.

He assisted individual dealers through countless issues and helped transition the industry to be more competitive in these changing times.

Steve is survived by his mother, his son and daughter and his two grandchildren. He will be greatly missed by his many loved ones, friends and colleagues.

## **GMADA and Twin Cities Auto Show name SuperAmerica its presenting sponsor through 2020**

"This is a significant partnership for us and reflects the Twin Cities Auto Show's strong value in the community," says Scott Lambert, Executive Vice President of GMADA. "The synergies between the Twin Cities Auto Show and SuperAmerica are guaranteed to

enhance the show experience for all of our consumers, with the inclusion of discounts at the pump and in SuperAmerica stores. This partnership also increases awareness of the Auto Show and demonstrates our dedication to local businesses."

## GMADA and Twin Cities Auto Show name SuperAmerica its presenting sponsor through 2020 (cont..)

“SuperAmerica is extremely excited to start this long-term partnership with the GMADA,” says Steve Morris, Director of Marketing Sales Strategy and Planning for SuperAmerica. “From the Auto Show floor to our 260+ locations around the state, this relationship makes perfect sense. By offering our TopTier™ rated SuperFuels® brand of gasoline, we’re ready to serve any vehicle, new or otherwise.”

“The majority of our member dealerships are family-owned and operated and employ thousands of Minnesotans,” says Lambert. “As SuperAmerica’s locations are also concentrated in the state, this partnership will allow us both to better understand the needs of auto owners and further develop products and services they demand.” For a full copy of the press release that went out July 7, visit <http://bit.ly/TCASnews>.

# GMADA

GREATER METROPOLITAN AUTOMOBILE DEALERS ASSOCIATION OF MINNESOTA, INC.

Greater Metropolitan Automobile Dealers Association of Minnesota is a non-profit trade association for the seven county Twin Cities area.

#### President

Steve Whitaker, Whitaker Buick GMC

#### President-Elect

Jack Shimota, Inver Grove Hyundai

#### Executive Vice President

Scott Lambert

#### Director of Auto Show

Mary Velline

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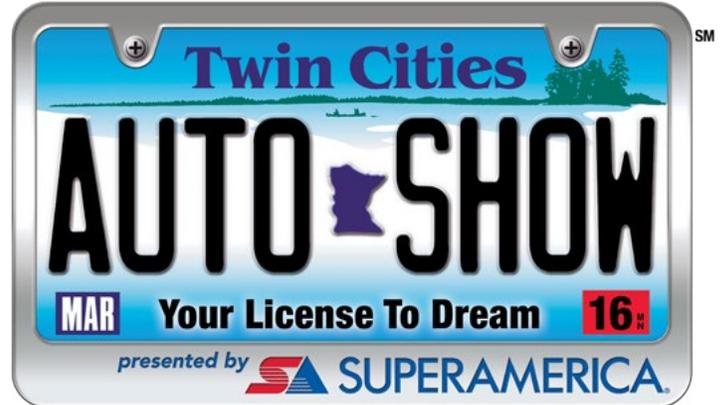
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The Twin Cities Auto Show is proud to unveil a new logo with two significant changes.



The popular and familiar license plate logo has incorporated SuperAmerica with a new license plate wrap. The second change to the logo was to add the words “Twin Cities”.

Dealers who use the Twin Cities Auto Show logo and other marketing materials are encouraged to email Mary Velline to request new show assets. You can email her at [Mary@mada.org](mailto:Mary@mada.org) or call 651-789-2952.

The 2016 Twin Cities Auto Show planning is well underway. The contracts for exhibit space requests have been sent to manufacturers and allied vendors. We expect another SOLD OUT event.

If you are interested in space, please email [mary@mada.org](mailto:mary@mada.org).

Connect with us @TCAutoShow:

