



Soave
ENTERPRISES

SPECTRUM



Learning and Sharing

Time after time, year after year, we hire great people at Soave Enterprises. Each team member is talented and resourceful in his or her own respect. However, what truly propels our collection of individuals to ongoing heights of success is joining together and sharing ideas. Teamwork is fundamental to our accomplishments.

Legendary basketball player Michael Jordan once pointed out that “Talent wins games, but teamwork and intelligence win championships.” I couldn’t agree more. A cooperative culture brings out the best performance in both sports and business. We win championships by working together – whether it is in the real estate sphere, the agricultural world or the metals recycling industry.

After witnessing it in action, I can attest to our finance team’s excellent understanding of this collaborative model. Key players from across Soave Enterprises’ business units came together recently for a joint session. Gathering at our corporate offices from several locations around the country, attendees participated in roundtable discussions where best practices were identified, perfected and, importantly, disseminated to the entire team. Ideas were listened to and brainstorming encouraged. One pivot point lead to another. Learning and sharing were at center stage.

As a result, our team is stronger and they are armed with the knowledge to excel. You can read more about their plans to continue with these industry-spanning summits inside of this issue.

Looking forward, summer is heading our way quickly. I hope you have an opportunity to enjoy the season. Perhaps you will even have a chance to bring out the best in others and share a bit of the team spirit that we value so highly at Soave Enterprises.

Another Italian Renaissance:

Alfa Romeo Joins Soave Auto Group

Two great organizations have joined forces in the Kansas City market. Soave Automotive Group (SAG) has acquired the franchise for legendary Italian manufacturer, Alfa Romeo. Combining a superb new product, a powerful advertising campaign and a storied history has resulted in surging demand for Alfa Romeo’s beautiful sports cars. SAG’s Aristocrat Motors was delighted to extend its portfolio of luxury vehicles, which includes Mercedes-Benz, BMW, Maserati, Porsche, Jaguar, Land Rover, and Volkswagen.

“Alfa Romeo is a historical brand in Italian motor sports and automotive landscape,” noted Robert Hellweg, Director of Marketing for Soave Automotive Group. “It is a perfect complement to the rest of our line in terms of performance, luxury and handling. The first new Guilia rolled onto our property on March 1 and the reception in Kansas City has been outstanding.”

Now under the Fiat/Chrysler umbrella of auto manufacturers, Alfa Romeo burst back into the United States market with an advertising campaign that kicked off during February’s Super Bowl, and has been a regular feature in print, television and digital formats. The most eye-catching and noteworthy examples were “cover wraps” of Food & Wine, Bon Appetit and major automotive publications.



According to Hellweg, the advertising draws consumers into the long-established mystique of Alfa Romeo by bringing together several themes: lifestyle, driving experience and performance history.

“Back in the 1940s, the company’s Head of Design stated that ‘Alfa Romeo is a particular way of living, of experiencing an automobile.’ I agree with that sentiment. Further, I’d add that the visceral excitement

of driving these vehicles to their limits is equivalent to listening to an aria performed by a great opera soprano,” expressed Hellweg. Not to be overlooked is the performance lineage of the brand – the vehicles have amassed a motorsports racing resume that includes five World Championships, 17 European Championships and four Le Mans.

Initially, Alfa Romeo will be displayed on a shared floor with Porsche and Maserati. When the new Porsche sales and service facility is completed in 2018, the two Italian brands, Alfa and Maserati, will share their own dedicated facility.

A New Take on a Classic

Digital media has become an accepted, expected and completely mainstream form of marketing. To stand out from the crowd, Soave Automotive Group (SAG) has turned the tables and has launched a quarterly magazine to customers. The first issue of *Today Kansas City* was delivered to over 26,000 clients in April.

As SAG President Marion Battaglia explained in his introductory letter:



“The reason for doing an all new print publication is that I got tired of getting emails. That may sound strange, but how many times do you get so many offers, specials, and solicitations in your inbox that a message or correspondence you were expecting from a family member, business contact, or special organization almost gets lost? *Today Kansas City* is delivered to your original ‘inbox’... your mailbox.”

Created by Marketing Director Robert Hellweg, the full-color magazine celebrates Kansas City and the relationships built with patrons over the years. Content will include not only automotive features but also fashion, architecture, or nonprofits topics with Soave’s luxury cars as the backdrop.

Clients can anticipate the next issue in July.



Soave
ENTERPRISES

SPECTRUM

WAY TO GO!

Special achievements deserve special recognition. Hats off to the following!

- At nine years old, **Phillip Hernandez III** already has a huge accomplishment under his belt – a Level 1 junior black belt, to be precise. Son of Ferrous Processing & Trading's Transportation Manager **Phil Hernandez**, Phillip earned the esteemed award on December 16, 2017 after two days of physical and written tests.



Junior black belts are awarded to those who are under 16 but have met all black belt requirements. Phillip began karate lessons in April 2011 at Romanelli International Martial Arts in Clinton Township, MI.

"We are very proud of his achievement," said his father. "He has put in many hours at his dojo training." When asked about his belt and the hard work behind it, Phillip says 'A black belt is a white belt that never gave up!'"



- Jessica Huddleston**, daughter of MPS Group manager **Harvey Huddleston**, earned a coveted spot to represent the State of Michigan at the USGA Level 8 Regional Qualifier. The freshman at Livonia Franklin High School was one of the top eight gymnasts in Region 5, Senior D Division with a qualifying score was 36.6 and progressed to the competition held in Battle Creek, Michigan in late April.

Competing against top gymnasts from Michigan, Ohio, Kentucky, Indiana and Illinois, Jessica placed 2nd on the vault, 4th on both floor and beam – and placed 4th All Around. Her team won 1st and became Regional Champions.

- Vice President – Chief Operating Officer/Chief Financial Officer at Soave Automotive Group **Kevin Killilea**, along with his wife **Kathy** and daughter **Molly**, hosted a foreign exchange student for the spring semester. **Himeka Mackawa**, a 17-year-old from Tottori Yonago, Japan, lived with the Killilea family for several months to better learn the English language and explore the city, region and country. Himeka is one of three students from Yonago High School who were assigned to families in Kansas City.

- Willis, Texas' school district named **Sonia Harper**, daughter of Regional Manager **Heather Cataldo**, Secondary Student of the Month. Sonia is a sixth-grade student nominated for the honor by her history teacher at Brabham Middle School.

"Sonia is a hard worker and has a caring, wonderful personality, said Jennifer Richter, her sixth-grade teacher.



"She is very dedicated to the Girl Scouts and shares her accomplishments with me often. I have seen her helping out in the concession stand and I have never heard her complain. She is a joy to have in class."

Plan, Demo, Impress. Repeat.

It's deja-vu at the Fiat Chrysler Automobiles Sterling Heights Assembly Plant (FCA/SHAP). Once again, Ferrous Processing & Trading (FPT) has been contracted for a "tear-out" scrap removal at the Detroit area FCA facility. This time, the Soave company is removing the plant's general assembly line. The preparation work comes before the installation of a new state-of-the-art assembly line and, ultimately, production of the popular Dodge Ram truck.

This undertaking is FPT's third demolition project at FCA/SHAP in four years. The most recent was the paint shop removal in 2016. Two years prior FPT removed 8,000 gross tons of demolition scrap.

"Our efforts with FCA/SHAP continue to grow," said Mike Hodgins, Senior Sales Executive/Raw Materials.

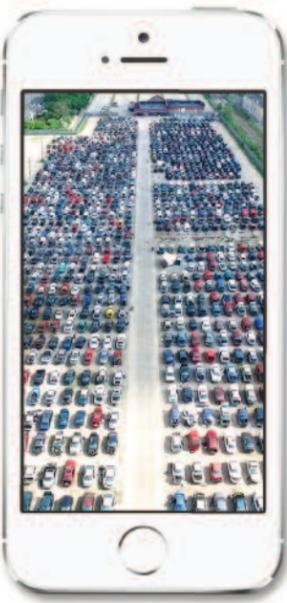


This new project began in early January and involved approximately 2.5 million square feet of floor space. Working two 10-hour shifts a day, seven days a week, the efforts continued into April. Approximately 9,200 gross tons of unprepared plate and structural and sheet iron along with over 1.35 million pounds of non-ferrous material were removed from the worksite.

Like in the previous projects, members of the FPT Commercial Group took turns being on-site to assist wherever needed.

"There is much praise to give in this large-scale undertaking. Tyler Grech, FPT Account Executive coordinated the overall project, investing deeply in the project to ensure smooth operations," noted Hodgins. "FPT's dispatch provided a switch driver on-site and did a great job keeping boxes moving. Many thanks also go to the crew at the Pontiac yard who worked countless hours getting boxes emptied and back to the plant."

Digital Revolution at Parts Galore



People do just about everything on their cell phones these days – including searching for replacement car parts. Parts Galore recognized this behavior and has been capitalizing on it with its newly available mobile website.

"Parts Galore is fully participating in the digital age," says an enthusiastic Josh Miller, General Manager of the Soave-owned "pick and pull" used auto parts supplier.

Overseeing all three Parts Galore locations since last July, Miller explains that the industry was built on being very hands off. Customers previously had to drive to the lots and search row by row for the needed part.

"Now we're more customer service friendly," he explains. "Our website is fully searchable for parts both on desktop computers and, importantly, on cell phones. Potential customers can determine if we have certain car models on our lot prior to visiting us. The majority of our traffic is a result of people searching via their phones. The public's response has been extremely positive."



The Countdown to Completion Is On

Of the original 120 residences available in the first tower of Soave's luxury condominium development Kalea Bay in Naples, Florida, only 14 units remain to be sold.

Noted Inga Wilson Lodge, Vice President of Sales and Marketing for Kalea Bay. "We're already accepting contracts for Tower 200 and have over 24 new reservations."

The community includes all of the amenities of a 5-star resort from a recently installed rooftop pool to a resort clubhouse with restaurant, tennis, pools and more. You can follow the progress with frequent updates at: www.facebook.com/Kaleabaynaples/.



Expanding in the Heartland

Two years ago, the Soave Automotive Group (SAG) added a pair of impressive German automotive manufacturers to its line-up with the acquisition of BMW | VW of Topeka. The dealership, situated 65 miles from SAG's other Kansas operations, required an extensive facility upgrade to bring it in line with the Soave brand. New construction kicked off last July.

On April 26th, the Topeka BMW and Volkswagen associates officially opened the doors on a state-of-the-art, architecturally stunning dealership. Grand Opening events will be held in June 2017, as the team gets acquainted with the new facility.

"We had the remarkable opportunity to add two



major German nameplates to our portfolio," said Soave Automotive CFO/COO Kevin Killilea. "Soave Automotive Group welcomes this chance to shine in its first experience partnering with these powerhouse brands in an up-and-coming market. Our mission is to set new standards for customer service and facility accoutrements in this market."

Topeka is the vibrant state capital with one of the fastest growing populations in the region. The strong market brings an opportunity for pre-owned sales as well. The dealership's General Manager Paul Levin

notes that the building has the largest showroom in the state of Kansas, holding up to ten BMWs and four Volkswagens, separate service drives, waiting areas and delivery salons for each brand.

The staff of 25 team members, previously hired and trained to Soave's exacting standards, are delighted to occupy a best-in-class showroom. "The sleek, modern design provides us with the opportunity to provide an unequalled level of service and amenities for the BMW and VW owners we currently serve and those we will serve," said Levin.

Soave Enterprises Breaks Ground on Elton Park

With a groundbreaking on May 8, the transformation of Elton Park has begun. The spring day brought together Soave Enterprises' CEO Antony Soave, Detroit Mayor Mike Duggan and other notable Detroit civic and business leaders to ceremoniously turn over the first shovels on the \$150-million, multiphase mixed-use development in the historic Corktown neighborhood. Elton Park will revitalize 4.5 acres by adding 420 residential units and 30,000 square feet of retail, making it the neighborhood's largest development in decades.

"We've marked the start of phase one, which spans five blocks and is comprised of six buildings," said Tysen McCarthy, Vice President Soave Real Estate. "The buildings will offer a diverse selection of living options. Soave Enterprises has committed to reserving 20 percent of the units as affordable housing." Phase one of Elton Park is projected to be completed in late summer of 2018, with phase two to start soon after.

"With the support of the community and the strong demand for new housing, we knew that now was the right time to launch this major project in Corktown," said Antony Soave, CEO of Soave Enterprises. "We are happy to continue building on the investment we made in Corktown more than 15 years ago, and to contribute to the growth and vibrancy of this great neighborhood."

The Elton Park development includes the historic redevelopment and adaptive reuse of the Checker Cab Building into two floors of one-and-two-bedroom



lofts, as well as adds five new-construction residential buildings. Elton Park will also include the development of Checker Alley, a public space with restaurants and retail between the Checker Cab Building and 2100 Trumbull.

"It's been decades since Corktown has seen this kind of development," said Detroit Mayor Mike Duggan. "Other neighborhoods like Downtown and Midtown have experienced this level of growth, but this great project is another example of how other City neighborhoods are coming back, too, and in a way that provides quality housing options for all Detroiters."

The development plan grew out of a robust engagement process with business and resident stakeholders in the Corktown neighborhood. Its name, Elton Park, derives from a 19th century park, originally located at Elizabeth Street and Fifth Street until the late 1950s when it was lost to the construction of the Lodge Freeway. Given this development will dramatically change a major section of the Corktown neighborhood, Soave Enterprises actively engaged the community to ensure the design represented an inclusive vision and history of Detroit's oldest neighborhood.

Ron Cooley, longtime Corktown business owner and developer, said, "the Soave group involved us from the very start, and we really appreciated their community-minded approach. Corktowners are honored and ecstatic to have Elton Park in our neighborhood."





SPECTRUM

Building at Brambleton

As the Brambleton.com website says, “Buy a Community, Not Real Estate.” And that’s just what’s been happening for over 16 years at the Loudoun County, Virginia residential development. “The Brambleton community inspires residents to enjoy the best of all that Northern Virginia has to offer,” noted Kim Adams, Brambleton’s Director of Marketing. To that end, the 5,217 families who live in the master planned Washington, D.C. suburb have six schools, 45 retailers, 13 restaurants, 15 miles of trails and six community swimming pools.

“The lifestyle supported by this infrastructure is unparalleled,” Adams summed up.

With this array of amenities, the average value of Brambleton’s homes continues trending upwards because of sustained demand. Single family homes’ average base price increased to \$695,000 in March 2017 and the average for townhomes is somewhat lower at \$609,000.

To meet the needs of families eager to join the community, three new neighborhoods are opening soon: Birchwood for adults 55+, West Park with

45 retailers | **12** kid's play areas | **6** swimming pools

BRAMBLETON
number one for healthy living & neighborhood fun.

13 restaurants | **6** schools | **15** miles of trails

single family homes and urban living townhouses at Brambleton Town South.

Additionally, construction of a new branch of the Loudoun County public libraries is underway in the Town Center. Encompassing two levels of a 40,000-square foot building, the landmark is anticipated to open by mid-2018. “We’re excited by this next step in the ideal development of our community. It will be the ‘Library of the Future’ with an interactive discovery wall, a recording studio, an expanded children’s play area, a premiere teen space and daily programs for all ages.”

Healthy Living Boosted at Brambleton

The movement started in 2013 with the idea of promoting several family-friendly events throughout the year. Over the years, Brambletonians have enthusiastically signed up for 5Ks, 10Ks and even a kids’ triathlon. The series is so well-established that it even promotes a Triple Crown Finisher medal, which is custom made each year and awarded to those participants who complete at least three races in a year. For 2017, five races are on the community’s calendar, including the two newest -- a summertime Splash & Dash and a Zombie Run in October.

Recently, the MyBramHealth program encouraged

even more residents to get moving. The program’s first challenge, “Healthy for the Holidays” encouraged over 100 participants on eight teams to log over 27.5 million steps. Now the program is turning its effort to encourage and support the other part of the healthy living equation: eating well.

One of the teams’ leaders, Julianne Benson, a Certified Nutritional Therapy Consultant, has collaborated with the Brambleton Community Association to launch the RESTART program. The first group began in January and a second round started in April. Several team members in the Brambleton office have jumped on the band wagon and are now participating in the program.

“Eliminating and cutting back on sugar and all sweeteners has been challenging. However, the results are amazing!” Participant Kim Adams explained that “for 28 days, you’ll be encouraged to ‘Eat Clean’ by adding more fruits, vegetables, and healthy fats to your diet.” Adams lost 7.5 lbs. in four weeks without additional exercise because the program focuses on “trying to break the addiction of sugar using ‘real’ food.” “We are now encouraging the entire community to live and eat healthy.”



Resume-Building Turn at Soave Enterprises

With a rich history of mentoring the next generation of leaders, Soave Enterprises boasts an accomplished group of 2017 interns providing valuable assistance while gaining even more valuable experience. The 12 college students, ranging from freshmen through seniors, are employed at diverse locations around metro Detroit as well as Toledo, OH, and overseen by talented managers to further their hands-on education.

“By providing our interns with real world experience they become more valuable to future employers. We, in turn, enjoy their youthful energy and fresh perspective,” stated Director of Human Resources Marcia Moss. “It’s a mutually beneficial time we spend together with our students. We’re proud to support their education.”

Kyle Bindy
Amanda Coleman
Nicole James
Amanda Loveday
Allie Plancon
Nicole Mosteller

Lauren McClellan
Chloe Bird-Little
Luke Dickmeyer
Samantha Rasak
Travis Seka
Saretta Seydi

Financial Knowledge Sharing Across Business Groups

Joining together from across different industries and geographically diverse locations, regional controllers and key accounting team members gathered together recently for the first Soave finance summit. Attendees from the company’s numerous business interests met at Soave Enterprises’ Detroit corporate offices for the inaugural meeting of the Accounting Peer Review and Best Practices committee in May.

“As a team, we shared ideas on productivity, system optimization, internal controls and other best practices,” explained Rick Brockhaus, Soave’s Senior Vice President and Treasurer. “The event, coordinated by Corporate Controller Kristin Kless and Brambleton CFO Meryl Bisaga, was extremely well-received. Fifteen senior accounting staff participated, representing most of our business lines.”

After an overview of corporate structure, roles and resources, the group delved into discussion of cash management and paperless storage. Representatives from different business groups explained their current procedures in a cooperative sharing of knowledge. Rehmann Robson auditors provided a lunch and learn to review and explain evolving requirements from relevant accounting codes.

“Forming this committee was an opportunity to bring standardization to our individual approaches and view what each group was doing in roundtable discussions,” noted Kless. “Going forward, we will gather quarterly at different Soave business locations around the county. Our next stop, in July, will be Virginia. The scrap metals group will host in the fall.”



Soave SPECTRUM is developed and published by Soave Enterprises, LLC for and about the employees and companies owned by Anthony Soave. Entire contents © 2017 Soave Enterprises LLC. All rights reserved; reproduction in whole or in part without permission is prohibited.



Soave Enterprises L.L.C.
3400 East Lafayette
Detroit, MI 48207

Have an Idea for a Story?

If you have information to share with co-workers across the Soave family of companies, please contact the site reporter at your location. A complete listing of reporters is available on-line at: www.soave.com Soave Spectrum publishes articles focusing on the professional and personal successes of Soave team members. Photographs to accompany story ideas are appreciated and greatly enhance the information provided. Story ideas include: updates or changes in business activities, accomplishments by employees and their family members, employee appointments and events, or awards received. Thank you for your help in making our newsletter an important employee link across our diverse company.