

AutoIMS News

FALL 2013

Getting to Know Mike Broe

In case you missed the news, we welcomed Mike Broe as the new president and CEO of AutoIMS in February 2013. Many of you know Mike from his 23 years in various management and executive positions at Manheim, but we wanted to take an opportunity to get to know Mike better personally. Here's what we learned:

1. What did you want to be when you grew up?

I wanted to be a pilot. Actually I wanted to be a bird, but after a failed attempt at flying from my dad's shed I realized being a pilot would be safer.

2. How did you pick Purdue, and what did you study as a Boilermaker?

We didn't have much growing up, so a nearby state school was important and Purdue was a good fit. I picked Accounting in large part because I took 2 years of it in high school and it made sense to me and I could see a real world fit.

3. What was your first job out of college?

I went to work for Dart and Kraft in Chicago. Kraft Foods and Dart Industries had merged. Dart owned companies like Hobart kitchen equipment, Duracell Batteries and others. I was an internal auditor. The audit role lead me to a company that Dart and Kraft acquired: Dart and Kraft Financial (which eventually became GE Capital). The job was in Minneapolis, MN where we lived for 10 years and where both of our children were born. When GE Capital acquired the company it was decided that the company would relocate to Chicago. My wife and I decided to stay in Minneapolis. It was then [1987] that I bumped into a friend who had started to work for an auto auction and he told me that they needed a finance guy.

4. Has your perspective changed coming from the auction to the technology side of the industry?

Yes, it has. I realize how important tracking, reporting and security are to our consignor customers. I have also realized how important AASC is to the success of the industry. I am very impressed

by the quality of the people, the understanding of our industry, and how important independence in the process is by all of AASC's employees.

5. What's the best piece of advice you ever received?

It was a customer who noticed that when anyone came to my office as an auction General Manager, I ran out to "fix" the problem. He gave me something to think about that allowed me to stop running and ask what the person thought we could do about it. I found out that over 80% of the time the person had a great solution. That taught me that people will most often succeed on their own mission vs. one they have been given by someone else.

6. What's been the best decision you've made in your life so far?

To ask my wife Brenda to marry me.

7. What's been the worst decision you've made in your life so far?

This is a tough one; not that I always make good decisions. It's tough because I don't look back that way. If a decision doesn't pan out, it just requires another plan or another decision.

8. What accomplishment are you most proud of?

Helping raise two great children (adults now) that are values-driven, courteous, generous, willing and able to contribute. We are a close family; are sports nuts and enjoy fun in the sun. We have been fortunate to have experienced life in several different parts of America along the way.

9. If you could try out any job for a day, what would you like to try?

I would like to be a sports analyst for football or baseball. I'm a fan and think that would be a lot of fun.

10. What about this job? Why did you take it?

I took this job for two reasons, one I love the remarketing industry and the auction business. I know the people and

(continued on next page)



PHOTO BY CHRIS MAIER

Mike Broe

What's Inside?

Jodie Plaunt

Jeff Blackwell

Archie Griffin

Customer Service

Jeff Blackwell of Select Remarketing Group



Jeff Blackwell

wrote his first loan at 16 years old. Auto finance is in his blood.

Jeff Blackwell wakes up on Monday and takes his boys to school. Then, it's off to the airport to visit auctions and stores. On average, he travels 4 days a week and then one day in his home office to catch up on emails and reporting. Having grown up in the car business, Jeff was washing cars on his family BHPH lot in Atlanta when he was in middle school, and

Now, as Executive Vice President of Select Remarketing Group, Jeff is responsible for repossessions and remarketing efforts nationwide. With 160 direct repo agents and 80+ auction partners, he works closely with their national management team to shape and maintain repo and remarketing strategies and procedures.

“Remarketing is all about relationships,” says Jeff. “Being able to communicate expectations and offer encouragement and assistance to repo and auction partners is essential to

the success of any finance company's remarketing efforts. The repo agents and auction employees are on the front lines for your account. If you don't treat them well, they will not give you 100% effort. Communication is the key to getting the best out of your employees and partners.”

The advancement of LPR (license plate recognition) technology has helped Select Remarketing Group find vehicles that had eluded them in the past.

“Now, you can have passive repossession efforts running in the ‘background’ while the direct agent pursues more traditional repossession methods,” says Jeff. For remarketing inventory, Jeff uses AutoIMS to track and manage a large portfolio, spread all over the country.

“Using LiveReports allows me to analyze our performance in real time, addressing a problem before it costs too much time and money,” says Jeff.

When he's ready to relax, Jeff loves playing golf and taking his fishing boat up and down the North Carolina inter-coastal waterways. When asked what surprises people about Jeff, he filled us in: “In another life, I had a regular gig playing saxophone in a band at the House of Blues on Hollywood's Sunset strip.”

Archie Griffin Appearance at NAAA

The annual National Auto Auction Association convention continues to be a crucial event for our industry, and this year's event was no different in Indianapolis. In addition to the usual meeting and greeting, informative sessions, and networking, one of the highlights in the exhibit hall this year was a guest appearance by two-time Heisman trophy winner and all around great guy, Archie Griffin!



Archie Griffin

Archie stayed busy in the AutoIMS booth autographing pictures, telling stories, and flashing his winning smile for over an hour during one of the cocktail receptions in the exhibit hall. As it turns out, the NCAA and the NAAA have a great deal of chemistry.



We're on a Boat!

On Saturday, August 24th, the AutoIMS crew took to the sea, in this case, the lake (Lake Lanier) to enjoy some fresh air and time with friends, co-workers and families. It started out chilly, but turned into a beautiful day.

The event provided an opportunity for employees to hang out with new president and CEO, Mike Broe and his family. New customer service reps, Terrence Green and Laura Clark got a glimpse of AutoIMS, unplugged, and a tour of the Lake Lanier Islands.

Unfortunately, because of the very rainy Georgia summer, we were not able to tell the kids to “go jump in the lake”. The Army Corps. of Engineers made that call, but kids being kids, they were able to figure out their own brand of fun. Along with company longevity and regular get-togethers, these kids actually know each other and enjoy playing. Food, drink and a healthy dose of nature brought out the best in all that attended.

Mike Broe (continued from front page)

the business of remarketing. Two, I got to know the people at AASC. I have known about AASC from the beginning but since being here I have developed a greater appreciation for the quality, work ethic, understanding of the business, and the desire AutoIMS employees have for the success of our customers. Don Meadows did an incredible job of outlining the business and hiring the right people to serve this industry. I am honored to be a part of AASC and appreciate the welcome I have received.

The AutoIMS team is pleased to welcome Mike Broe as our permanent President and CEO. Mike brings exceptional industry knowledge, contacts, experience and leadership, all of which have already opened new doors for AASC.



Landing Pages have Arrived



Got somebody new on the team? Ever wondered about a specific AutoIMS process but didn't want to ask? Our new landing pages were built with you in mind. Just click on any button in the gray navigation bar and you will arrive on a page describing each link, and what it could mean to you. From there, go directly to the described page. In a nutshell, everything available in the dropdown menus on the navigation bar is explained and "clickable", making training a piece of cake for anyone new to AutoIMS.

Jodie Plaunt of Grand Rapids AA

Located in Michigan, Grand Rapids Auto Auction is a home away from home for every dealer, client, and employee. As Fleet Lease Manager of Grand Rapids AA, Jodie Plaunt ensures each client and vehicle receives the best service throughout every auction process. She says that the excitement and thrill of sale day drew her to the industry. "Sale day is game day for us," says Jodie. "We spend our time training for the big game, playing the game, and celebrating our victories. Each employee plays a vital role on our team. Together, we engage each sale day like we're playing in the Super Bowl."



Jodie Plaunt, PHOTO BY JODIE PLAUNT

Jodie's experience working check-in, CRs, and Outside Lease has given her the well-rounded knowledge needed to give the best service to her clients and staff. In the auction industry since 2002, Jodie has been a part of technological advances in the auction industry. "Over the years I have witnessed our industry move towards online sales. Now more than ever it is vital for each Condition Report to be readily available and accurate," says Jodie.

Grand Rapids AA was one of the first independent auctions to post vehicles on OVE. "In the beginning it was a manual process that proved to be very time consuming. When AutoIMS

offered us an easier way to post multiple vehicles, we jumped at the opportunity," said Jodie. "The AutoIMS template is easy to use and reduces our overall work load. The AutoIMS system allows us to showcase our vehicles to a wide variety of buyers by offering multiple platforms." Jodie went on to say, "AutoIMS plays a vital role in our everyday operations and has given us the ability to communicate with clients across the nation with the greatest of ease."

Grand Rapids AA primarily deals with lease and repossession vehicles. Their staff strives for excellence and meets each challenge with communication, dedication and teamwork. Jodie's favorite quote is from Aristotle, "We are what we repeatedly do. Excellence, then, is not an act, but a habit."

Away from the auction, Jodie spends her free time enjoying Michigan's great outdoors. She loves kayaking, hiking, and camping, but her true passion is for photography. "I photographed my first wedding in 2001 with a 35mm film camera. It was amazing to see the digital revolution unfold," said Jodie. You can see some of her incredible work at www.plauntphotography.com.

When asked if she has a favorite car story, Jodie says, "It starts with my first oil change and ends with me covered in that oil. My Dad and brother neglected to tell me what was going to happen when I pulled the drain plug... they thought it was hilarious."

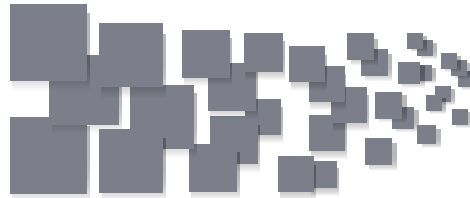
Auto Auction Services Corp.
50 Glenlake Parkway, Ste. 400
Atlanta, GA
888-683-2272

PRESORTED
STANDARD
U.S. POSTAGE
PAID
MARIETTA, GA
PERMIT NO.
1167

Contact Us



Are the right people in your organization receiving AutoIMS News? Please send additions, subtractions and changes to the newsletter mailing list to Maureen Berry at mberry@autoims.com.



Happy Holidays from the CS Team

Welcoming two, new members to the team in late August, we are pleased to announce the expansion of the AutoIMS Customer Service team. The new voices you may have already heard on the phone are Laura Clark and Terrence Green.

Originally from Maine, Laura Clark followed her nose and heart to the ever-so-slightly-warmer city of Atlanta where she's lived for 6 years with her husband, Jeremiah. Laura brings a strong technical support background to AutoIMS and loves getting her hands 'dirty in the data'. Laura has a clear passion for helping people and driving toward the resolution of problems quickly. When not at work, Laura will often be found putting her extensive spice collection to work in the kitchen.

Terrence Green also brings a great deal of customer service experience and passion to the table. Hailing

from the Bay Area originally, Terrence moved to Atlanta 8 years ago. Her bright personality and natural empathy will help the Customer Service team continue to build and nurture fantastic relationships with our clients. Terrence truly has hospitality (and perhaps some caffeine) running in her veins.

In addition to her customer service experience which ranges from AT&T to Starbucks, she holds a degree in hospitality management – including culinary training.

Not only are we confident that our new teammates will help us better serve our clients, we're also confident that we won't go hungry as long as they are around. Welcome aboard, Terrence! Welcome aboard, Laura! We're glad to have you.

Warm wishes for the upcoming holiday season from all of us at AutoIMS, and especially your friends in Customer Service.

