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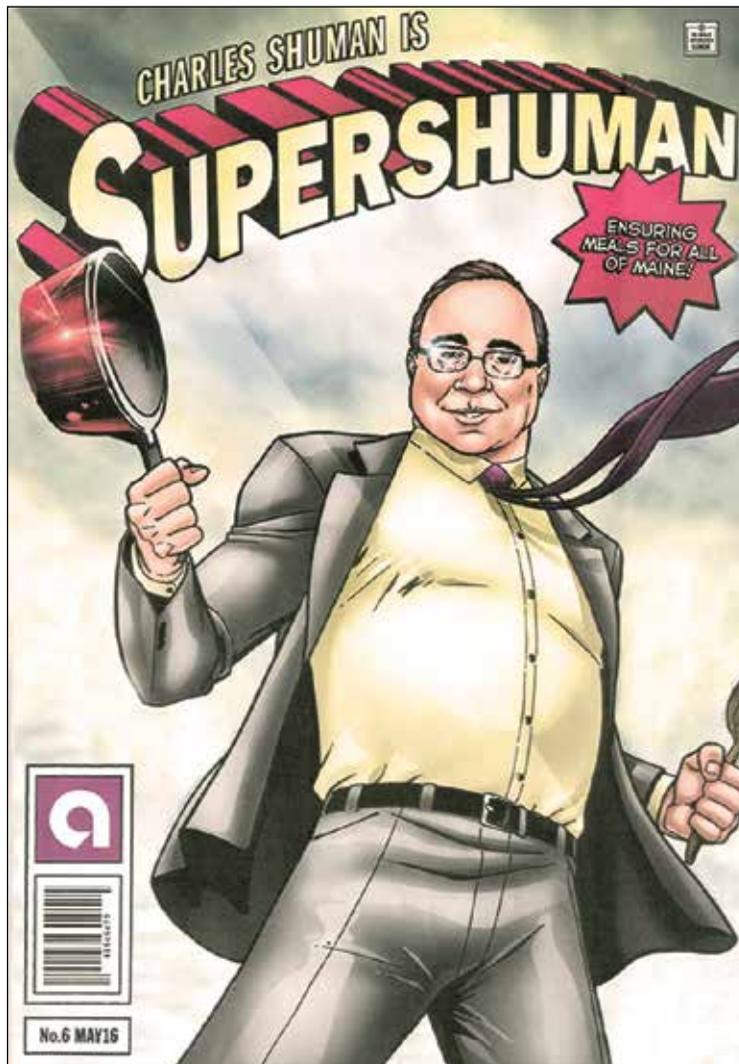
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Our best wishes for continued success.**



Charlie Shuman and family: Making a living, creating a life

BY NANCY P. MCGINNIS
Correspondent

It was 30 years ago that Charlie Shuman, with help from a financial partner, launched a single-franchise Subaru dealership on Western Avenue in Augusta.

With a successful family business as president of Charlie's Motor Mall and Toyota — which has now grown to include eight franchises in nine buildings — Shuman was nominated last year for the national Ally TIME Dealer of the Year award by Thomas Brown, president of the Maine Automobile Dealers Association.

Over the past three decades, Shuman said, “We have grown from 17 employees to 240, and I am proud that my two children have joined me in the business. While I’m grateful for all of the recognition and honors that I’ve received, being able to watch my son and daughter grow into leadership roles has truly been the accomplishment that pleases me the most.”

Born and raised in Old Orchard Beach, Shuman graduated from Old Orchard Beach High School and then enrolled in evening classes at the University of Southern Maine in Portland.

More HISTORY, **PAGE 5**

Charlie Shuman was nominated for the Ally, TIME Dealer of the Year 2016. As a nominee they created this cartoon image of Charlie holding a pot and spoon with the caption “Ensuring meals for all of Maine”. Each year Ally, TIME and the National Automobile Dealers Association (NADA) team up to celebrate the many ways auto dealers are doing it right in their industry and giving back with extraordinary contributions to their community. TIME Dealer of the Year is an annual celebration of the finest representatives of the industry – dealers with a relentlessly charitable spirit.

Artwork courtesy of Ally, TIME and the National Automobile Dealers Association

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“My wife, Nancy, and I had invested every dime that we could scrape together, including our life’s savings, to come up with the initial investment of \$40,000.”

CHARLIE SHUMAN

Nancy P. McGinnis photo

Charlie Shuman with the first vehicle he ever sold, a 1986 Subaru GL. When the original customer brought it back to Charlie’s to trade it in for a new vehicle 10 years later, Charlie decided to keep it as a memento. It is now on display in the Subaru showroom.

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History

CONTINUED FROM PAGE 3

It took him 10 years, while he worked to support his growing young family at the same time, but he eventually earned a degree in science vocational technology in 1979. That same perseverance, dedication and discipline served him well in his career, first in the parts department at the Henley-Kimball Co. dealership in Portland, and eventually at American Motors Corporation, where he earned the position of district parts and service manager for all of Maine, New Hampshire and sections of Massachusetts.

In 1986, Shuman partnered with another dealer to open a Subaru store in Augusta.

“My wife, Nancy, and I had invested every dime that we could scrape together, including our life’s savings, to come up with the initial investment of \$40,000,” he said. Within five years, he bought out his partner and, today, Charlie’s Auto Group is valued at \$60 million, according to Shuman.

While Charlie Shuman is still very much involved in the day-to-day business, his son, Steve, and daughter, Elissa Emmons, hold key leadership positions and are driving the next generation of growth.

Nancy P McGinnis photo

Thirty years later, the Nissan/Jeep building is the headquarters of Charlie’s Motor Mall, and where it all started. The business has now grown to include eight franchises located in nine buildings, lining both sides of a stretch of Western Avenue in Augusta, and also the Chevrolet dealership in Winthrop.



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Nancy P. McGinnis photo

Of all his numerous accomplishments and awards, after 30 years of a great ride, Charlie Shuman, left, takes the greatest pride in his son Stephen, right, who is now Charlie's vice president and dealer principal, and his daughter Elissa (not shown), who is vice president of Charlie's Honda.

Reflecting back on 30 years of "a fun ride"

BY NANCY P. MCGINNIS
Correspondent

"It's been a fun ride," Charlie Shuman reflected during a recent interview in the same building on Western Avenue where he opened his first car dealership 30 years ago. "We have lots of 20-year-plus employees, and I think one reason is that we treat everyone who works here like family."

There is no such thing as "quit" in the Shuman family vocabulary.

"We've never had a recession— never had to downsize, or cut anyone's pay or benefits. When hard times came around in 2008 we just refused to participate," he said with a smile, but it was also clear that he meant what he said.

Shuman said connection to customers is a huge part of the dealership's success.

"We have been blessed with so many loyal customers from all over the state," he said.

"Whenever I'm here, I make an effort to meet every person who comes in, make them feel welcome."

Over the years, many customers have not only bought their own vehicles at the dealership, but Charlie's has also sold vehicles to their family members and ensuing generations, he said.

A steady, forward pace is a Shuman ideal.

"I started out with no big plans — I just wanted to be a Subaru dealer. Back in those days, it was difficult to buy a car in Augusta," Shuman recalled.

Then, he said, Jeep became available when Harry Jose wanted someone to take care of his customers when he retired from the business.

"I bought Nissan, across the street, from Mr. MacFar-

land. Then there was Suzuki, and Mazda... I thought we were done when we bought out Dave Gove's Toyota," he said. "We redid the former Grossman's building, and then added three times to it."

For sales volume, facilities and customer satisfaction, Charlie's Toyota has been awarded the prestigious President's Cup, not just once or twice but 19 years in a row.

"We went on to build a new body shop, new Subaru dealership... then we added Honda, and three years ago, the Chevy dealership in Winthrop."

The once local operation has become known statewide.

"These days, we sell our vehicles all over the state, and we offer delivery at no charge," he said. "We still prefer it when our customers come in so we can serve

More REFLECTING, PAGE 7

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Reflecting

CONTINUED FROM PAGE 6

them as we always have, face to face, but we can work over the phone or via the Internet, too.”

Learning comes in a variety of ways over a lifetime, according to Shuman.

“Way back, when I worked as district service and parts manager at American Motors, I called on dealers around the region and helped with their service and technical issues, as well as their facilities,” he recalled. He didn’t know it at the time, he said, but “that turned out to be very good training — I learning things I could put to use when I went into business myself.”

Even before that, Charlie Shuman credits his modest upbringing, and his older siblings who were responsible in large part for raising him — his mother passed away when he was 2 years old — for having instilled in him core values that have lasted a lifetime.

“With customers as well as employees, it’s all about treating them well and building a relationship,” Shuman said.



Nancy P. McGinnis photo

From left, Elissa Shuman Emmons, vice president and general manager of Charlie’s Honda, Charlie Shuman, owner of Charlie’s Family of Dealerships, and Steve Shuman, vice president and general manager of Charlie’s Motor Mall - Toyota, Jeep, Nissan and Subaru.

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Charlie's: Works to exceed sales and service expectations

BY NANCY P. MCGINNIS
Correspondent

Just as there is more to a car dealership than selling vehicles, Charlie's has experienced more growth than simply acquiring new franchises and expanding its facilities.

More than ever in the past few years, the leadership has turned its attention to customer service, and how to do the same things better. These efforts are often "behind the scenes" — but whether aware of them or not, the customer benefits, according to Steve Shuman, vice president of Charlie's Motor Mall and Toyota.

One example is the decision to switch to centralized accounting.

"Lou Parent, our chief financial officer, along with Dad and I, decided to transition to having all of our office managers in one centralized location," Shuman explained.

Over the past six or eight months, construction crews have built a new addition, creating office space to house these key staff and their files together under one roof instead of scattered in their former locations along Western Avenue.

"Creating one hub for all of

the financial aspects of our operation offers a distinct advantage for our customers, making it possible to expedite the necessary paperwork more efficiently and seamlessly," Shuman said. "We have four people processing 130 cars per week — as many as 600 to 700 new and used vehicles per month."

Employees at Charlie's are encouraged to think creatively and suggest improvements.

"Lou has been here, working right alongside Dad since Day One," said Shuman, "and though he has been in the business for decades, Lou is still totally open to changing with the times. He definitely has his finger on the pulse," and like the elder Shuman, contributes invaluable experience and insight to the team effort every day.

Meanwhile, a quiet revolution is underway in the service arena, led by Cory Lathrop, fixed operations director for Charlie's Family of Dealerships.

"We've been examining and reinventing the way we've always done things, all with the goal of enhancing our custom-

More EXCEED, PAGE 9



Nancy P. McGinnis photos

Fixed Operations Manager Cory Lathrop, left, helps Charlie's employees rethink every aspect of what they do and how they do it, all to benefit the customer. Lathrop with Nissan service advisor, Chelsea Goulding and shop foreman, Dennis Corson, all work toward the same goal, to exceed customer Steve Murphy's expectations, right.

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Exceed

CONTINUED FROM PAGE 8

ers' service experience and exceeding their expectations," Lathrop said.

While there will always be breakdowns, major repairs and warranty work to address, there has been a strategic shift of emphasis back to the basics, and light duty maintenance.

Some customers will never need the former, while "every vehicle is going to need routine oil changes and tire rotations," Lathrop said.

With that concept in mind — and trying to balance hours, staffing and other resources with customer needs— Charlie's is refining its express service by rethinking the process from start to finish.

"We're taking a really close look at how we can streamline what we do, especially the pieces that affect our customers," Lathrop said.

For example, under the new plan, not one, but two, service technicians — one "wet" and one "dry"— are assigned to each oil change. While the former attends to draining and

"Creating one hub for all of the financial aspects of our operation offers a distinct advantage for our customers, making it possible to expedite the necessary paperwork more efficiently and seamlessly."

STEVE SHUMAN, VICE PRESIDENT OF CHARLIE'S MOTOR MALL AND TOYOTA

replacing the engine oil, the latter simultaneously performs the multi-point inspection, including checking the tires for wear and proper inflation and tire rotation if necessary, as well as checking the brake pads and shoes, and bringing any concerns to the customer's attention. The service paperwork and payment process are expedited as well.

These customized efficiencies are paralleled by improved communications put in place expressly to benefit the customer. New Service Direct and Parts Direct telephone lines have been installed so that customers can connect faster to get their needs met.

In addition to the new phone system, Charlie's new Busi-

ness Development Center is staffed with a team of five trained individuals led by Bud Sergent, a seasoned service manager.

"Through our Center we can contact our customers proactively, with service reminders and satisfaction surveys, and they can reach us efficiently with their requests or concerns, as well," he said.

Lathrop invited any Charlie's customer with comments, ideas, concerns or suggestions to contact him directly.

"Give me call, or just stop in and ask for me at the Nissan building. We're working hard toward our goal of exceeding your expectations every single time when you come into Charlie's for service," Lathrop said.



Behind the counter, Jeremy Fairfield, left, and Dave Gardner, are ready and waiting to fill customers' requests and answer questions in the newly renovated Nissan Parts Department.

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The search for employees is fine-tuned

BY NANCY P. MCGINNIS
Correspondent

From his vantage point as vice president and dealer principal at Charlie's, Steve Shuman has often declared that the more things change in the car business, the more they stay the same.

How? One example is the kind of employee that Charlie's seeks to hire, he said.

A good candidate, according to Shuman, is first and foremost an honest individual.

"We want someone who is trustworthy and has integrity. Our employees often are entrusted with handling major financial transactions, as well as being privy to other confidential information."

Secondly, Charlie's looks for individuals who bring their best to work every day, and who intend to make a career at Charlie's.

"The extremely low turnover rate here and high proportion of tenured employees speaks to the excellent policies and practices in place regarding salaries and benefits, as well as the company culture of respecting everyone as a valued part of the team," Shuman said.

Lastly, "we look for people-people," he said.

In other words, folks who are people-oriented: caring, personable individuals who have good listening skills and who know "how to find common ground with anyone who walks in the door," Shuman said.

A case in point: "When a couple comes in together, we never assume that the male is the buyer. More often than not, the female is the decision maker in the household, and in any case it's never a good idea to pre-judge based on gender, age, appearance, or anything else," he said.

Another way of doing business that hasn't changed at Charlie's, and never will, according to Shuman, is the company ethic of: "Treat our customers right and fair when they come in to buy a vehicle from us — and don't forget them after the sale."

While probably 50 percent of those who walk in on any given day buy a car or truck, by adhering to this company philosophy Charlie's has sold 150,000 vehicles in 30 years.

"Repeat buyers, coming back from all over the state, make up 50 or 60 percent of our sales," Shuman said. "And we welcome them back every time, making sure they know how much we appreciate their loyalty."

"The extremely low turnover rate here and high proportion of tenured employees speaks to the excellent policies and practices in place regarding salaries and benefits, as well as the company culture of respecting everyone as a valued part of the team."

STEVE SHUMAN



Nancy P. McGinnis photo

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Charlie Shuman: Caring for community

BY NANCY P. MCGINNIS
Correspondent

“As soon as we became profitable, we were able to give back to the community that made us so,” said Charlie Shuman, president of Charlie’s Motor Mall and Toyota.

Shuman estimates that his business has donated more than \$2 million to local charities and organizations, including the United Way, Augusta Food Bank, Kennebec Valley Humane Society, Winthrop Food Pantry, Avian Haven Wild Bird Rehabilitation Center in Freedom, American Lung Association, Trek Across Maine and Maine Breast Cancer Coalition, as well as numerous others. Charlie’s also sponsors events to benefit the PALS no-kill cat shelter, and dozens of area youth scholarships.

His most meaningful civic achievement is his work with the United Way, Shuman said.

“Every year, I help them attain their hefty goal of raising \$1.5 million. The money raised helps support 43 local agencies that aid children, single par-



Every year, members of the entire staff “from our mechanics to the finance people” look forward to sitting down together at a much anticipated annual campaign kick-off staff meal put on by Charlie’s.

ents, abuse victims, the elderly, the homeless and anyone that may need shelter, heat, food and counseling.”

Shuman also has made major contributions to construction and health care initiatives at Thomas College in Waterville, MaineGeneral and MaineGeneral’s Harold Alford Center for

Cancer Care in Augusta, and Temple Beth El in Augusta, where the Nancy and Charlie Shuman Center for Jewish Learning is named in honor of him and his wife.

A member of the board of directors for the Kennebec Valley Chamber of Commerce since 1987— almost as long as

Charlie’s has been in business — Shuman generously donates his time and talent to benefit his community. Of all the recognition he has received, he is most proud of the 2014 Kennebec Valley Chamber of Commerce’s Special Service Award and the 2015 Maine Jewish Museum’s Lifetime

“The money raised helps support 43 local agencies that aid children, single parents, abuse victims, the elderly, the homeless and anyone that may need shelter, heat, food and counseling.”

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“These honors were given to me for the work that I have done to support the local and state communities, both monetarily and through my leadership abilities,” he said. “They also solidify my commitment to ethical business practices and local economies.”

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Charlie's success: Paying it forward

BY NANCY P. MCGINNIS
Correspondent

"I consider myself lucky to have had a lot of good years here in the business," Steve Shuman said during a recent interview. "There have been challenges, and there always will be. Even in tough times, like 2008, we never questioned our way of doing business — or our commitment to supporting the community."

Shuman, vice president at Charlie's Motor Mall and Toyota, recalled how his father, Charlie, has always said: "If I ever make it in this business, I'm going to be sure to pass it on."

"From early on, Dad also instilled this philosophy in my sister, Elissa, and me, and with our joint efforts it has become a part of our company culture," Shuman said. "It's not mandatory, but we're proud that 100 percent of our employees choose to contribute to United Way all year long through payroll deduction."

Every year, members of the entire staff "from our mechanics to the finance people" look forward to sitting down together at a much anticipated annual campaign kick-off staff breakfast put on by Charlie's. As they share pancakes, eggs Benedict and the like, they hear from Rob Gordon, execu-

tive director of the United Way of Kennebec Valley, how much their contribution matters.

"The United Way is one of our favorite entities to support because we know we can trust that our contributions will be put to the best use where they are most needed," Shuman said.

Other longtime beneficiaries of the Shumans' generosity include the Kennebec Valley Humane Society. Their annual Kibbles 'n Bids auction, an event that was launched years ago by Nancy Shuman in the family living room, now fills the Augusta Country Club — and this past year brought in an astonishing \$27,000.

The family also has pledged a five-year commitment to support MaineGeneral and, especially this year in light of Nancy Shuman's successful completion of breast cancer treatment, the hospital's Alford Center for Cancer Care.

This past October, Charlie's raised \$27,500 to the Alford Center by donating \$50 from each vehicle sold in that month to the cause.

Proud grandparents of six grandchildren, Charlie and Nancy Shuman also have a soft spot for the well-being of local children and youth, supporting school programs and scholarships, athletics, the Children's Discovery Museum and Big Brothers/Big Sisters.



Contributed photo

The family also pledged a commitment to support MaineGeneral and — especially this year in light of Nancy Shuman's successful completion of breast cancer treatment — the hospital's Alford Center for Cancer Care. Left to right, Chuck Hays, CEO, MaineGeneral Health, Elissa Shuman Emmons and Steven Shuman of Charlie's and Deb Bowden, administrative director for Oncology & Infusion Services at the cancer center.

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File photo
Elissa Shuman Emmons, vice-president and general manager of Charlie's Honda with her Golden Retriever Myko.

“They have made a very generous donation every year, and helped with special projects as well. Our new shelter addition would not have been built without the Shumans’ support.”

MELANIE MARTINEZ,
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Charlie's longtime employees make the place run

They credit the owner with good leadership

BY NANCY P. MCGINNIS
Correspondent

Meet Priscilla McMillan
Charlie's Office Manager

Priscilla McMillan had no idea she was destined for an accounting career when she took her first job as a teenager behind the candy counter at the Colonial Theater in downtown Augusta.

"I worked there after school part time," said the Cony Class of '59 graduate, "until my boss, Mr. Fitzsimmons, promoted me to cashier."

An affinity for math and attentiveness to detail, as well as a positive attitude, have certainly helped McMillan succeed during all the years since.

Like her present employer, Charlie Shuman, she attended evening classes (at the now long-defunct Gates Business School on Water Street, where she pursued a degree in accounting. She worked for 29 years as an accountant for Harry Jose, at his Jeep/AMC dealership located on the Augusta Rotary.

"That's where I met Charlie Shuman, because he

called on Harry during the years he was the road man for American Motors Corporation," she said. "When Harry eventually decided to retire, Charlie bought the business... and offered me a job, too. Hard to believe that I started here 29 years ago this December."

McMillan and her colleagues handle purchase contracts and other financial matters for Charlie's Motor Mall, Subaru, Kia, Public Wholesale and Mitsubishi. She has come a long way from the early days, when she earned a dollar an hour — and was paid a hefty \$44 a week because she worked all week and Saturday mornings.

"Accounting here is more complicated than in some other places. There are so many banks and credit unions these days, so many laws and regulations, and so many accounts affected by one transaction," she said.

Technological advances over the decades have admittedly made some tasks simpler: McMillan



Nancy P. McGinnis photo

Behind the scenes, Priscilla McMillan and her colleagues still occasionally rely on the old-fashioned tools of the trade along with the newest technologies to ensure efficient processing of financial transactions from the newly centralized accounting hub at Charlie's. A tenured employee with 29 years of service, McMillan has been at Charlie's almost since the very beginning — and wouldn't think of working anywhere else.

More EMPLOYEES, PAGE 19


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Employees

CONTINUED FROM PAGE 18

recounted how, in the early days of her accounting career, contracts had to be typed up with multiple sheets of carbon paper on a typewriter; “and I can’t tell you how many times you’d get to the very last line, only to inadvertently make an error, and then have to pull out the paperwork and start over from scratch,” she said with a sigh.

Though she has had the opportunity to work elsewhere, McMillan wouldn’t dream of it, she said. She looks forward to the memorable annual company events — such as the United Way kickoff breakfast and the staff Christmas party at the Country Club — and as a tenured employee, she is entitled to excellent benefits, including four weeks paid vacation annually.

“The Shumans are a terrific family to work for,” she said, beaming, “in a great atmosphere.”

Meet Dave Hathorne
Charlie’s Parts Manager

“I’ve known Charlie since way back in the early ‘70s. I met him when I was working at the American Motors dealership in

Bath and Charlie was the field rep who stopped in from time to time,” said Dave Hathorne, who started working for Charlie 26 1/2 years ago.

Now, as the parts manager, he is responsible for overseeing all the parts departments at all Charlie’s dealerships other than the Winthrop-based Chevrolet franchise.

Hathorne typically orders thousands of dollars’ worth of parts a day. Three quarters of a million dollars’ worth of parts inventory is stocked in his well-organized supply department on the lower level of the Charlie’s Motor Mall building.

“In addition to our in-house needs, part of our job is to supply parts on a wholesale basis to independent garages, as well as to our retail customers,” he explained. As manager, he oversees 16

people “with very little turnover,” he said.

Hathorne said one factor that drew him to start working at Charlie’s, and to choose to continue to work there for over a quarter of a century, is “Charlie’s intelligence and business sense. I have tremendous respect for him. It’s very rewarding to work with and for someone I totally trust,” Hathorne said. “And I appreciate how he is always willing to give you a chance to try a new idea or approach if you want to — even if it’s not successful.”

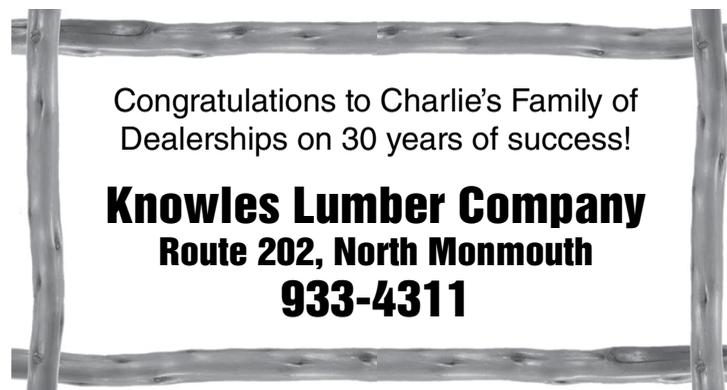
The biggest challenge over all those years? “Staying current on all the emerging technologies, and training to keep up with an ever-changing industry,” he said.

More EMPLOYEES, **PAGE 20**



Nancy P. McGinnis photo

In the lower level of the Nissan building on Western Avenue, Dave Hathorne presides over a well stocked inventory and 16 employees who track down the right parts for internal use in Charlie’s service departments, as well as Charlie’s retail do-it-yourselfers and independent wholesale customers. A veteran in the business, he has known and respected Charlie since the early 1970’s, long before he came to work for him 26 years ago.



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Employees

CONTINUED FROM PAGE 19

Meet Jeff Hanson, Charlie's Toyota General Sales Manager

A lot has changed in automobile dealerships since Jeff Hanson came on board at Charlie's back in February of 1990.

"For one thing, there was no Internet. People couldn't shop for vehicles online," Hanson said. "On Saturdays, as a rule, you could barely drive through the aisles — that's how crowded it was in our lots, with so many customers here."

Having spent his first 11 years in sales at Charlie's Nissan before coming over to Toyota, Hanson recalls selling plenty of vehicles the "old fashioned" way — faxing information to the bank, waiting up to several days for a return call.

"We used to use blue 'daily planner' books and we kept track of our customer leads on index cards in a little file box."

Then the process was revolutionized when a dial-up modem could be used to pull up credit bureau information, for example.

"And now, since we can do our own data entry, we can connect with 10 banks in under 10 minutes, and get an approval in anywhere from a few seconds



Nancy P. McGinnis photo

Jeff Hanson, General Sales Manager at Charlie's Toyota, finds it hard to believe that he has been working here for over 15 years now — and 11 at Charlie's Nissan before that. Time flies when you're having fun — which is part of the success secret for everyone employed at Charlie's, along with working hard and taking pride in what you do.

to half an hour," Hanson said. "Our customers have changed over time, too," he said. "They have come to expect more, and we strive to meet or exceed their expectations."

Hanson said he stays with Charlie's for the family feel.

"I wouldn't still be here after all these years if I didn't love being here," he declared. "Charlie definitely values his people and treats

them right. I'll never forget one time when Charlie and I were at a dealer meeting in Philadelphia.

"We've worked hard and made money... now let's spend it!" he recalled Charlie saying. "And we did, touring the city and enjoying a fine dinner. Another time, when he got wind that a few of us were looking into booking a vacation cruise, Charlie made it into a sales contest — and ended up

picking up the tab for eight of us to sail, with Charlie and his wife, Nancy, joining us." Hanson has fond memories of the early days, when Charlie would charter a bus and invite his entire staff to pile in for a Red Sox game, or to go out to dinner.

He credits Charlie for modeling how to be the kind of person who always remains among the top three salesmen month after month, taking pride in his job, making sure to leave no loose ends. He learned how to take care of his customers, really listening

to them — and having fun with it. "Through the years Charlie has been a gifted leader, and a great public speaker as well as communicating one-on-one," Hanson said. "He's meticulous, observant, and has great instincts. I've learned a lot — he's been like a second Dad to me."

Ironically, it was Hanson whom Charlie entrusted to teach his own son, Steve, and daughter, Elissa, how to drive a standard transmission.

Why not? After all, at Charlie's, it's all in the family.



Nancy P. McGinnis photo

Under longtime employee Bud Sergent's knowledgeable and customer-oriented supervision, communication activity is usually hopping in the Business Development Center at Charlie's — and clearly that's just the way he likes it.

Congratulations, Charlie's Family of Dealerships! We are proud to be your community partner.

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Here's what a few happy customers had to say about their experience with Charlie's ...

SERVICE IS IMPECCABLE

"I have been a Charlie's customer for 25 years — from sale, to service, to follow up, Charlie's has been nothing but professional, friendly and accommodating with every single visit!

If there is ever any problem with any aspect of the customer service experience (which is rare) the staff at Charlie's is always willing to do whatever is necessary to recover customer satisfaction.

Charlie's is also very active and vested within the community — the investment and commitment to community from Charlie's is so very much respected, appreciated and valued. Congratulations on your anniversary to all Charlie's staff!!!

CHRIS SEMENTELLI, M.ED., LATC

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"We have been Charlie's customers for all 30 of their years in business, and are proud to be part of "the family!"

We bought our first Subaru DL wagon in Washington State back in 1981, and drove it hauling a full trailer of belongings on our move back to Maine. Since then, we have purchased eight Subaru Legacies and Outbacks from Charlie's, and three Toyota Tacoma trucks! We have always been treated like valued customers, and have confidently recommended Charlie's to many friends and acquaintances over the years for sales and service.

The personal touch is always there and everything is always explained well and in understandable language. Charlie's staff present as happy in their work, and that can only come from being appreciated and supported in their positions. We admire the Shuman family commitments to community support: Animal Humane Societies, local public schools, colleges and universities, American Lung Association of New England, American Cancer Society, United Way, YMCA, Kennebec Valley Medical Center and other health and veterans' programs...the list goes on to name over 40 entities that have benefited from their generous philanthropy."

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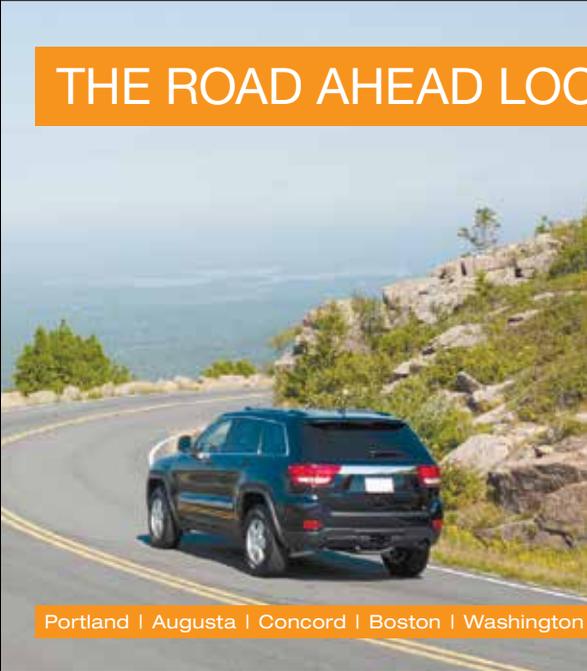
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Prior to finding Charlie’s, Andrea and I would travel around the state chasing the best deal and playing the car buying game. That is no longer the case. We now drive into Charlie’s knowing we will be buying our new vehicles for the best price in a family atmosphere while being treated with the respect that all customers deserve.

Thank you Charlie’s for making our car buying experience from the first Frontier to our new Jeep and Nissan pleasant and fair transactions. Congratulations on your 30 year anniversary. See you soon.”

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