



## SALUTE TO DEALERS

# 2009 Honorees

Ford Motor Company's 2009 *Salute To Dealers* award recognizes seven dealer principals for unsurpassed commitment to their communities. These remarkable honorees have been selected from a field of nearly 6,000 dealers across the United States and Canada, all of whom serve as wonderful examples by generously giving back to their communities. Ford salutes all of its thousands of charitable dealers, especially this year's seven honorees, who will receive one of the company's most distinguished awards.



### Liza Myers Borches

Volvo of Charlottesville  
Charlottesville, VA

Liza Borches is a fourth-generation Ford dealer who comes from a long line of philanthropy. Like her father and grandfather, she is very active in fundraising for the United Way. Borches co-founded Women United in Philanthropy to bring attention to a host of family-focused topics in her community. She is also a board member at the UVA Children's Hospital and runs a Drive for Life benefit annually.



### Larry Geweke

Larry Geweke Ford  
and Geweke Ford Mercury  
Yuba City and Lodi, CA

Larry Geweke is a second-generation Ford dealer who has committed himself and his business to promoting women's health, particularly in the fight against breast cancer. His series of annual fundraising events, united under the title Pink October, join forces to benefit Geweke's Caring for Women Foundation. His efforts provide support for prevention, treatment and quality of life for the women of his community.



### Denny LaBantschnig

Denny Ford Lincoln Mercury  
Rolla, MO

Denny LaBantschnig began the Fill a Ford For The Holidays one year after opening his dealership, filling more than two pickup trucks full of food for local pantries. The event has grown exponentially and now distributes truckloads of goods to 23 local organizations. LaBantschnig is also active in sending care packages over to our troops, and an advocate for the B.W. Robinson School for the Severely Disabled, taking action to bring a state-of-the-art outdoor recreation center to the facility.



### Rick Mohr

Eau Claire Ford Lincoln Mercury  
Eau Claire, WI

Rick Mohr has earned a reputation for, quite literally, rolling up his sleeves for his community. His efforts for the American Red Cross have led to the entire dealership participating in an annual blood drive. He is also an active board member of the L.E. Phillips Career Development Center, a local career training facility for mentally and physically challenged individuals. Mohr and wife Sherry are committed to Chippewa Valley Safe Kids and ensuring that all child safety seats are installed correctly.



### Todd Spitler

Scott Spitler  
Brighton Ford Mercury  
Brighton, MI

Todd and Scott Spitler are third-generation dealers who have donated their time and resources to local community schools. The Brighton Bulldogs' athletic department and the elementary school art program have both benefited from the Spitlers' commitment to local youth. The brothers are aware that athletics and art are among the first things to be cut when times are tight, and want to ensure that local children still have opportunities in both. Their dealership also takes part in the fight against breast cancer with a "Wrenching for a Cure" drive every October.



### Philip A. Schmidt

Greiner Ford Lincoln Mercury, Inc.  
and Converse County Motors  
Casper and Douglas, WY

Philip Schmidt has expressed the added importance of pitching in when you live in a sparsely populated area like Wyoming. He has generously invested his time, serving as longtime president of the Casper Public Utilities advisory board and as a director of the Wyoming Medical Center during years of dramatic growth. Schmidt has also served on the Casper Family YMCA Board of Directors and supported the Central Wyoming Future Farmers of America.

