

For Immediate Release

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Reel, Bruner, Phillips Win Inaugural NIADA/NABD Convention Awards

New Awards Honor Those Who Accelerate Their Dealership's Success

Las Vegas (June 18, 2019) -- Dan Reel, Florence Salazar-Bruner and Sid Phillips were named the winners of the inaugural NIADA/NABD Convention and Expo awards.

The awards, sponsored by AFC, Preferred Warranties Inc. (PWI) and TradeRev, recognize exceptional independent dealer principals and key members of their teams, evaluated through the lens of the annual convention theme, which this year is "Accelerate Your Success."

The awards were presented during Tuesday's Dealer Luncheon at the 73rd annual NIADA/NABD Convention and Expo, which runs through Thursday at the Venetian Resort in Las Vegas.

Reel, owner of Reel's Auto Sales in Orwell, Ohio, won the Rising Star Award, honoring an individual 40 or younger who has made significant contributions toward accelerating the success of his or her dealership.

Reel's commitment to his customers – ensuring people are the number one priority – is the core of the dealership's business model.

"At Reel's Auto Sales," he says, "we like cars, but we love people."

Reel's corporate mission is putting people before profit, contributing to the community and providing safe, reliable vehicles at an affordable cost.

Reel's has won numerous service awards in the Cleveland area. In 2016, Reel was named the Ohio Independent Automobile Dealers Association's State Quality Dealer and was first runner-up for NIADA's National Quality Dealer award. He currently serves as NIADA's Region I vice president.

Salazar-Bruner, owner and CEO of Firehouse Auto Sales in Haltom City, Texas, was presented with the Outstanding Woman Award, which honors a female dealer who has made significant contributions toward accelerating the success of her dealership while promoting the role of women in the automotive industry.

A mother of six, Salazar-Bruner named the dealership in honor of her two sons – both of whom served as firefighters in the U.S. Air Force (one is now a Dallas firefighter) – and all of America's first responders.

Her family-first mentality has influenced her dealership's philosophy. She treats customers with respect and care from the moment they walk through the door, and taking quality time to guarantee customer satisfaction is a business priority for herself and her team.

Despite the many professional and personal demands on her time, Salazar-Bruner finds time to actively engage with her local community. She is a board member of the Fort Worth Hispanic Chamber of Commerce, vice chair of Hispanic Women's Network of Texas, a board member of Fort Worth Sister Cities International and a mentor for Girls Inc. of Tarrant County.

Her family is currently working to set up a nonprofit organization to benefit firefighters, military and civil servants as well as single women emerging from abusive situations.

Phillips, owner and president of Number One Auto Sales in Buckhannon, W.V., earned the Outstanding Pioneer Award, honoring an individual who is blazing new trails for his or her dealership and the used car business by demonstrating a legacy making significant contributions that accelerate the success of a dealership.

Phillips takes great care of visitors – whether they're casual lookers, serious buyers or just asking for directions, they're all welcomed with fresh-baked cookies and snacks.

Once a visitor becomes a customer, Number One Auto Sales celebrates the sale on Facebook by linking to the customer's own page, an idea driven by Phillips' understanding of the value of word-of-mouth reputation. The result is an almost perfect score on Facebook reviews.

Though it's an independent dealership, Phillips runs the business with franchise-like framework and processes. He keeps his dealership on top with constant improvements to premises, processes and well-curated business directives, including training, accountability and appreciation.

He has also served his community as president of the Upshur County Little League, a board member of three local organizations and a volunteer on the City of Buckhannon Police Department Civil Service Committee.



Outstanding Pioneer Sid Phillips, Outstanding Woman Florence Salazar-Bruner and Rising Star Dan Reel and wife Nicole are flanked by (from left) AFC president Jim Money, NIADA CEO Steve Jordan, TradeRev executive vice president Keith Crerar and PWI president Edmund Field.

