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AIADA's 2006 Dealer of the Year Award Goes to Cheri Fleming of Valencia Acura

National award highlights philanthropy, community involvement, and commitment to excellence



Valencia, CA, May 23, 2006. The American International Auto Dealers Association's 2006 Dealer of the Year award was presented to Cheri Fleming, in recognition for her exceptional passion for community involvement and commitment to excellence. She was honored by Patrick Haggerty, Publisher of Newsweek, at AIADA's Dealer of the Year Awards Ceremony at the J.W. Marriott Hotel in Washington, D.C.

What helped make this award exceptional is that Cheri Fleming was not a veteran of the auto industry, but rather a new dealer civically and politically involved in every way imaginable. Cheri not only sells Acuras, but has donated \$2.5 million in community organizations and also has an investment of \$100,000 to help build a cardiac-cath lab and new Emergency Room at Henry Mayo Newhall Memorial Hospital.

"I am so proud to be a car dealer," said an astonished, but honored, Fleming. "Being a car dealer affords me the opportunity to be involved in so many wonderful causes, and to truly make a difference in our community."

Cheri's caring and commitment show in her involvement:

- Vice President At-Large and a Director for the Henry Mayo Newhall Memorial Health Foundation
- Governor-Elect for the Soroptimist International Camino Real Region, member and Past-President of the Soroptimist International of Santa Clarita Valley,
- Vice President of Special Events and a Director for the Child and Family Center Foundation,
- Director for The Roar Foundation Advisory Board,
- Chair-Elect and a Director for the American Cancer Society Unit Council and Los Angeles Regional Unit Council,
- Vice President of the Sheila R. Veloz Breast Imaging Center Advisory Board,
- Co-Chair of the Boys & Girls Club Auction (2004-2006)
- Chair of the Arthritis Foundation Walk.



Cheri's donations have contributed positively towards various community organizations, including: United Way, American Red Cross, American Heart Association, The Cowboy Music & Poetry Festival, Master's College, Hart High, Valencia High, Saugus High, Canyon High and other local schools. In recognition of her work with local area schools, she has been named a PTA Partner by the Santa Clarita Valley School District for the past three years.

In October, the annual Crawford-Fleming Golf Invitational benefiting the Sheila R. Veloz Breast Imaging Center was held. A record-breaking donation of \$113,000 was made from this event. In April, Cheri chaired the Santa Clarita Arthritis Walk benefiting the Arthritis Foundation. Cheri's efforts raised approximately \$60,000 for this organization.

Valencia Acura is an Acura dealership located in Santa Clarita, California. Its "Dealership/Friendship" approach has helped elevate the standard of auto dealer excellence, enhance the buying experience for over ten thousand customers, and improve the quality of life in the Santa Clarita Valley.

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