

Conner Motors/Sternberg Ford: Treating customers like family



The district manager of Ford Motor Company came from Louisville to recognize Conner Motors when the company turned 25. Pictured, front row from left are Deann (Conner) Siegel, Hazel Conner, Narl Conner, District Manager Tom Wagner, Ron Conner, Keith Conner and Eric Conner. Behind them are all the employees from the Dale and Rockport dealerships. It was quite a party!

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Narl knew about farm machinery.

"Dad loved farming. It was in his blood," notes Keith.

"After he retired, he loved piddling on the farm," Deann agrees.

The Conner family grew up believing in their motto: *We treat you like family.*

It turned out to be a very large family.

There has always been an element of trust between business owners in Dale. In the town's early years, mutual support between businesses was essential to Dale's survival.

Keith notes that Winkler, Inc. bought all their vehicles, from cars for their sales reps to delivery trucks, "Their entire fleet" from Conner Motors. He recalls one instance when he went to see Jack Winkler. One of the cars in the sales fleet was due to be replaced.

"I asked him if he wanted me to put some figures together. Jack never even looked up from what he was working on," Keith chuckles. "He just said, 'Surprise me.' He trusted that we wouldn't cheat him. We supplied all their vehicles, and serviced most of them."

That relationship continues to this day, now with Sternberg Ford.

"There have been lots of nice people over the years," Deann smiles.

"So many people have passed through those doors. They supported us because they cared about us. We've been blessed," Keith reflects.

"Dad loved the Lord, his church, his family and the Town of Dale," Keith says, "probably in that order."

When it became apparent that the next generation was hearing a different call and the Conner kids were approaching

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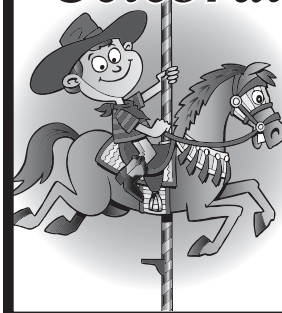


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