

Member Spotlight – Broadway Automotive



Pictured from left to right: Michael Cuene, Owner and Managing Partner and David Cuene, Managing Partner

Broadway Automotive is a progressive team focused on providing quality vehicles, parts, service, and rentals with highly personalized care, at a competitive price. We are a family-owned and operated business, spanning three generations that have continuously focused on our guest experience, our team, and supporting the community we love.

Broadway Automotive represents 3 dealership locations, 2 rental car locations, and 9 brands throughout Northeast Wisconsin:

- Chevrolet (2 locations)
- Ford
- Volkswagen
- Hyundai
- Buick
- GMC
- Cadillac
- Broadway Auto Credit
- Hertz Car Rental (2 locations)

Having recently celebrated our 106th anniversary in August, Broadway has plans to grow but wants to do it the smart way. Owner and Managing Partner, Michael Cuene, said, “Smart growth makes the most sense for our organization.” He continues by saying, “Our business is like a professional sports team –

and every good team has a good bench. Identifying and training tomorrow’s leaders is essential for that to happen. And if a smart business opportunity becomes available, we’re ready.”

Two years ago, Broadway purchased our Manitowoc dealership, a year ago we took over the Hertz franchise at Appleton International Airport, and most recently we opened a much larger collision center at our Ashland location in Green Bay. This allows us to simultaneously expand the parts department and Volkswagen service areas.

As the automotive industry continues to change at a rapid pace, our goal is to put every team member on a path to be completely certified to handle the franchise(s) they work with, whether sales, service, parts or collision. This translates to hours of training to reach and maintain that status. Continuous education affords the ability to take care of our customers’ needs and provides a road map for team members to contribute at a deeper level.

Managing Partner, David Cuene, said, “We can never be successful unless every one of our teammates feels like they are personally on a path to success.

Only by striving to help each other, do we collectively come together as a team to perform at extraordinary levels.”

The Broadway team has a long history of supporting the communities we call “home” and giving back to the community is an important part of our DNA. We focus our efforts on charities and programs that are important to employees as well as our customers, including cancer care and prevention, military veterans, school systems, and childhood development programs. In addition, each of the dealerships annually adopts a charity and supports it with employee-driven fundraising programs.

Broadway Automotive employees are stewards of the areas where we live and work. This community has our commitment of continued support through generous charitable giving and active community participation. We know that customer trust is earned, and we aim to provide the top service and sales experience that our customers deserve with each and every visit.

Learn more about Broadway Automotive by visiting BroadwayAutomotive.com

CHAMBER EVENTS AT A GLANCE

**Current Young Professionals:
Cocktails & Convos with YPAC**
Tuesday, Sept. 27, 5:30 p.m.

Join CYP’s YPAC committee as a part of Good Neighbor Week with the City of Green Bay and learn how you can get involved and make a meaningful impact in the community.

140th Chamber Annual Dinner
Wednesday, Sept. 28, 5 p.m.

Celebrate 140 years with us as we honor the many volunteers and members who make the Chamber successful. The Daniel Whitney, Ambassador of the Year, and ATHENA Leadership Awards will also be presented.

**Current Young Professionals: 16th
Annual Leaders Luncheon**
Thursday, Oct. 6, 11 a.m.

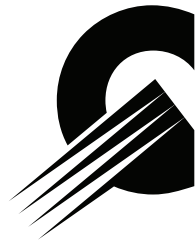
Join community leaders and other young professionals as CYP celebrates the accomplishments of the past year. After lunch, the leaders will engage in speed mentoring and share ideas with attendees.

**Community Concierge Fall
Team Up Tour**
Thursday, Oct. 13, 1 p.m.

This one-of-a-kind experience offers new employees an opportunity to connect with professionals across a wide variety of industries while exploring Greater Green Bay.

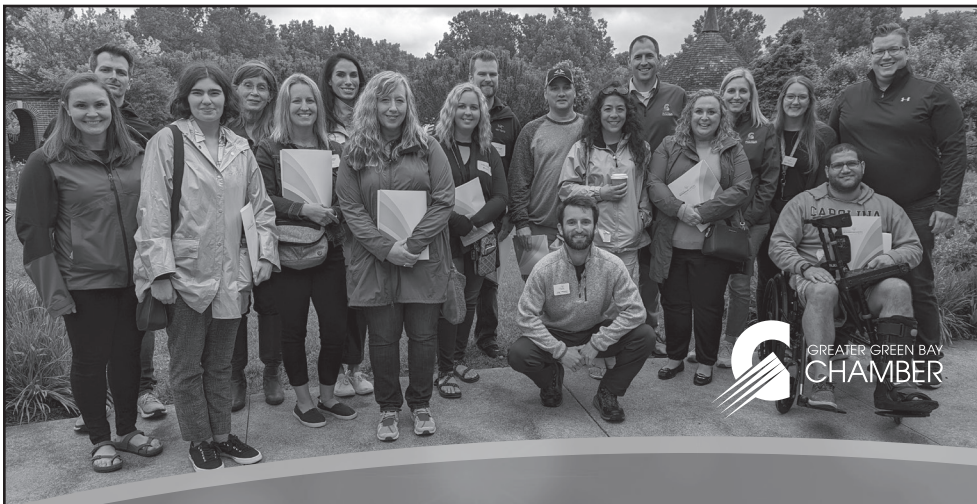
**Learn more about
all events at
GreaterGBC.org/events**





Have you read the newest issue of the Collective Impact? Collective Impact Issue 3 shares an inside look at the global connection Greater Green Bay businesses have. In this issue, numerous Chamber members across all industries tell the stories of how their business and its products connect to the rest of the world. Plus, readers can enjoy excerpts from our Community Conversations series featuring Festival Foods President & CEO, Mark Skogen, and Green Bay Packers President & CEO, Mark Murphy!

Read the publication on the Chamber website:



Community Concierge Program Fall Team Up Tour

Does your organization have an increased focus on talent retention? Are you looking for a fun way to engage your employees in the community?

The Chamber's Community Concierge Program has teamed up with some amazing businesses for another fun-filled tour of Greater Green Bay. This is a perfect chance for new employees to connect with other professionals and explore what the area has to offer.

Thursday, Oct. 13
1 – 5 p.m.

Space is limited so register your employees today! For questions, please contact Morgan Doshi at mdoshi@gretergbc.org.

Register:



MEMBERSHIP ROI

ORIENTATION FOR
NEW, EXISTING AND
PROSPECTIVE MEMBERS

Maximize your Chamber membership

Stop by the Chamber office and learn how to get the most out of your membership, including perks, deals, and ways to get involved with our events and programs. This is the perfect time for new and existing members to ask questions and find out more about what a Chamber membership offers.

Thursday, Oct. 20
8 – 9:30 a.m.



Bring your questions and we'll bring the coffee!

Log in & register:

