

# The Joshua Tree

**February 15, 2022**

## THE HISTORY OF AN ICONIC CAR DEALERSHIP

This week the Club had the pleasure of hearing from **David Greiner**, who is now in somewhat of a transitional phase between the sale of iconic business Greiner Buick GMC and his work now as a transactional lawyer. David took time to share the history of dealership and how he has moved on to a career as an attorney.

In 1985, **Robert “Bob” Greiner** left David and his mom Christine in Detroit and moved into a motel room on Palmdale Road in Victorville to take a job with Monty’s Chevrolet with a plan to buy the business. Unfortunately, the deal fell through due to a failed move by General Motors, and instead Bob purchased Love Pontiac Buick with GM as a partner. The business venture proved successful as they were selling about 30 cars a month. In 1986, a move was on, and Greiner Buick GMC was born on the northeast corner of Seventh Street and Forrest Avenue, where the Victorville Veterans Memorial stands today.

As David stated, they had the worst timing at Greiner. As Victorville expanded and car dealerships relocated south near or on Palmdale Road, Greiner Pontiac Buick moved to Amargosa Road in 1991, right



before George Air Force Base closed! Jumping to 2003, General Motors was getting into the concept of “aligning brands.” At that time, the High Desert had three GM dealers, including Greiner Pontiac Buick, Rancho Motor Company (GMC, Oldsmobile, Cadillac), and Monty’s Chevrolet (Nissan).

Monty’s was ready to sell, so **John and Ann Wilkins** from Rancho Motors, plus David and his father Bob drove together to

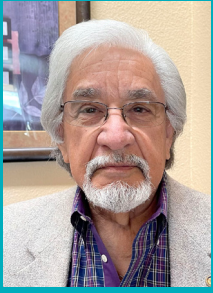
the Thousand Oaks GM Western Regional Office to plead their case. What resulted was a deal that included the owners of Greiner and Rancho splitting the purchase price of Monty’s and realigning the brands according to GM’s vision. A final request of the deal was that Greiner Pontiac Buick move west of Interstate 15 if the dealership wanted to get the GMC franchise. Greiner Pontiac Buick was now Greiner Buick Pontiac GMC.

Being a Pontiac dealer turned Greiner into a huge success. In fact, they were the largest Pontiac dealer in the Western United States! But in 2008, General Motors filed for bankruptcy and as a result narrowed their lines to only 4 brands, Buick, GMC, Cadillac and Chevrolet. Losing the Pontiac brand has hard for David Greiner, as almost overnight 40% of their sales were gone. As a result, they did have discussions in closing for good, but instead chose to focus more on the sale of used cars. Selling cars at a smaller margin for higher volume resulted in great residuals for Greiner.

*Continued on page 2*

### This Week’s Functionaries

- Invocation:** Chris Ackerman
- Flag Salute:** Mike Page
- 4-Way Test:** Rob Kilpatrick
- Fine Master:** Ryan McEachron



*It was great to fill in this week for Jon Hove and to have David Greiner come and speak with the group on the history of Greiner Buick GMC, the sale, and where he is today as an*

*attorney. We will have to bring you back to share about your new experiences as a lawyer.*



### *Our District*

*Conference will take place from June 23-26 at the Westin in Rancho Mirage. Jon and Linda are planning an outing for Club Members that weekend so please join us if you can!*

*We had our annual Valentine's Dinner this week and hope that all of you who attended had a great time. We will have photos next week.*

*The 4-way Speech Contest scheduled for next week has been postponed until March 1st, so next week we will have our own Bryan Gillespie come and share all about Options for Youth.*

*Ben Tafoya*



## David Greiner

*Continued from page 1*

As time went on, Buick stopped making passenger cars, GMC got more expensive, such as Chevy, who moved into making costly trucks; their used car inventory was shrinking and people weren't buying the new vehicles, David was left with banks unwilling to finance the company. In 2018, David went without a paycheck the entire year, even though he made over 51 million in sales! He did this all to keep the doors open and employees paid.

By 2019 things were beginning to look up, but in March 2020, Covid struck and once again there were discussions about closing their doors, but then something happened they weren't expecting. Since half the economy shut down and people had nowhere to go on vacation, they instead spent their money buying all of the new cars that were still on his lot! Most of their inventory was sold and they began to take reservations online for a waiting list of people to buy cars once they came in!

During the Pandemic, David started to see the entire automotive industry, from suppliers to vehicle manufacturers changing to a new automotive world driven by sustainability and changing consumer behavior. The future is racing toward more electric vehicles, connected cars, mobility fleet sharing, and on board sensors. When David saw that for the first time ever, used cars were going up in value, he knew it was time to sell. He decided to first try for a merger. David began talks with Jacob from Victorville Motors. They seemed to run into one issue after another with the General Motors Board, and out of nowhere he got a call from **Mike Caposio** and **Scott Gunderson** who told David they wanted to buy Greiner outright from him! David warned them the price would be too high and he only had two new cars left in their inventory and everything else were pre-owned vehicles. Mike and Gus understood, and a deal was struck. On November 30, 2021, Greiner left his dealership, and it became Caposio Buick GMC.

Now David has changed careers to his other passion and opened a small transactional law office in Victorville. David handles contracts, buy/sells, lease agreements and more, specialized in the real estate market. The Greiner Law Corp is located at 17330 Bear Valley Road in Victorville and can be reached at 760-316-4341.

*Portions of this story were taken from a Daily Press Article dated 11/30/21.*

# SERVE TO CHANGE LIVES



## Big Blue Dice



**Ben Tafoya had the chance this week to pick the Blue Dice, but drew White and saved the money for another next week.**

**We continue next week with 4 dice and \$450 for the lucky Rotarian who can grab the Blue Dice from the bag.**

## Fine Session

**Ryan McEachron** was the Fine Master this week and began by giving **Mike Page** a fine of \$10 for bringing on **Oscar Garcia** as another Fine Master. **Ben Tafoya** also received a penalty in the same amount for running a great meeting, while **Jon Hove** was fined \$25 for being in the Bahamas.

**Dan Dever** also left with \$25 less in his pocket for just showing up at the meeting and **David North** was presented with a \$25 fine in absentia for getting a plug during David Greiner's presentation.

The final fine of the day went to **Stew Anderson** in the amount of \$10 for living on a golf course and having golf balls in his pool!

## Spoon of Exemption

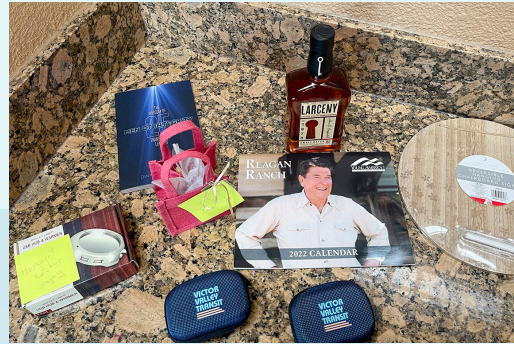
**Arsalee Morales** was absent this week, but we still want to share that Apple Valley Communications has a special running right now for new customers of a \$99 security system that includes a free doorbell camera!

Apple Valley Communications are also the low voltage specialists and handle fiber optic, data cabling and fire alarm installations. Get more information on this special and more at [applevalleycommunications.com](http://applevalleycommunications.com)



## Raffle

This week's raffle began with three gifts from **Dwight Johnson**, starting with an autographed copy of "25 Men of Integrity" that will be read by



**Stew Anderson**, a Ronald Regan Ranch calendar will be used by **Margaret Cooker** and a bottle of Larceny Kentucky Bourbon will be consumed by **Ben Tafoya**.

Ben continued his winnings by taking home coffee warmer with USB ports from the Rotary Immunization Program, and a Victor Valley Transit phone charger from **Chris Ackerman**. Dwight also won a phone charger.

Our speaker **David Greiner** also left the meeting with a couple of gifts in the form of a chalkboard sign from **Mike Johnson** at DCB, and a bath bomb from **Margaret Cooker**.

Finally Margaret will keep her money in her Desert Community Bank bank bag she received from Mike.

## Rotary Guests

This week we welcomed the return of former member **Mike Johnson** from Desert Community Bank who attended as a Stand-In for **Esther Mears**.

## The Polio Pig

**Collected this week: \$9.00**  
**Collected to Date: \$18,643.67**  
**Total equals: 98,401 Doses!**

*One dollar equals 2 doses of vaccine!  
\$500 pays for a Polio Clinic!*

# Rotary Club of Victorville, CA



The Joshua Tree is a Weekly Publication of the Rotary Club of Victorville  
P.O. Box 734 • Victorville, CA 92393 • www.victorvillerotary.org

If you are not receiving your newsletter, please contact Editor Chris Ackerman at  
chris@signifydesigns.com or 760-559-1686 to be added to the e-mail or mailing list.

## VICTORVILLE ROTARY CLUB OFFICERS

### Board of Directors

President 2021-2022 .....	Jon Hove
President 2022-2023 .....	Arsalee Morales
President 2023-2025 .....	<b>Need Candidates</b>
President 2025-2026 .....	Bill Edwards
Immediate Past President .....	Steve Orr
Treasurer .....	Donna Wells
Executive Secretary .....	Margaret Cooker
Foundation.....	Margaret Cooker
Club Service .....	Arsalee Morales
Community Service .....	Michael Krause
International Service.....	Ben Tafoya
Youth Service/RYLEA & TLC .....	Ryan McEachron
Vocational Service .....	<b>Need Volunteer</b>
Grants.....	Margaret Cooker
High School Speech Contest.....	Ryan McEachron
Scholarships.....	Esther Mears and Arsalee Morales
George Hensel Ethics Essay Contest .....	Ron Boyd
Membership.....	Dwight Johnson
Billing Officer .....	Esther Mears
<b>Members-at-Large:</b> David North, Esther Mears, Rob Kilpatrick & Ron Boyd	

### Positions & Committee Chairs

BOD Secretary .....	<b>Need Replacement</b>
Programs .....	Mike Page
Publicity/Public Relations .....	Stephen Quintero
Public Service.....	Rick Bessinger, Teresa DeAtley, John Wickum & Jeff Armstrong
Sergeant At Arms.....	Arsalee Morales
Dan Stover Music Contest.....	Chris Ackerman
S.T.A.R. Students .....	Maureen Mills and Michal Krause
Fundraising.....	Arsalee Morales
Flowers and Gifts .....	KayMarie Gregory
VVUHSD Jr. HS Four Way Speech .....	Nancy Noble
Joshua Tree Editor .....	Chris Ackerman

The Victorville Rotary Club meets every Tuesday for fellowship  
at 11:30 a.m. and meeting at 12:00 noon at the Spring Valley  
Lake Country Club, 13229 Spring Valley Parkway, Victorville

### Make-up Days and Locations

<b>MONDAY:</b>	San Bernardino East, Imperial Palace, noon
<b>TUESDAY:</b>	Rancho Cucamonga Sunrise, 7:15 a.m. Empire Lakes Golf Course Rancho Cucamonga, 12:00 p.m., Etiwanda Gardens
<b>WEDNESDAY:</b>	High Desert/Hesperia Club meets 7:00 a.m., Denny's, 13165 Main St., Hesperia San Bernardino Crossroads, Hilton, noon, Barstow, Rositas, 540 Main St, 12:00 p.m.
<b>THURSDAY:</b>	Apple Valley, ZOOM Meetings, 1st, 2nd and 4th Thurs Ontario, 12:15 p.m., Doubletree Hotel San Bernardino, Denny's at I-15, 7 a.m. Redlands, Masonic Temple, noon
<b>FRIDAY:</b>	San Bernardino North, Elks Lodge, 12:05 p.m.

## Calendar Dates

**Mar 14:** **Board of Directors Meeting**  
5:30 pm Meeting  
ARMAC Insurance Board Room  
Rear Building on Yuma

## Upcoming Programs

**Feb 22:** Bryan Gillespie, Principal, Options for Youth  
Charter Schools **Topic: "Options for  
Youth, What Makes Our Program  
Unique"** (Page)

**Mar 1:** High School **Four-Way Speech  
Contest** (McEachron)

**Mar 8:** Rob Kilpatrick, Senior Project Manager,  
David Evans & Associates **Topic: "TBA"**  
(Page)

## VOLUNTEERS NEEDED!

By, March 10, 2022 we will be moving  
storage units at StorAmerica in Victorville  
and we are looking for volunteers to assist  
with the move over the next few weeks.

Please contact Arsalee Morales if you are  
willing to help out for any length of time!

Design & Layout By



Printed By

