

Wichita Chamber Business Accelerator

Episode 135

Mark and Summer Guerrero

Don and Ebony: [00:00:00] Welcome to another exciting edition of WCBA powered, of course by Evergy. First, thank you for listening. Don't forget to like us, love us, share us. We truly appreciate you checking us out today. We are excited to have Affinity Automotive in the house. E We are excited. We have my new friends Mark and Summer Guerrero in the house.

Welcome.

Mark & Summer Guerrero: Thank Thank you. Thank you.

Don and Ebony: Would you say you're a friend? A first I said new and yes. Maybe they don't wanna

Mark & Summer Guerrero: we're a friend of, A lot of people are our

Don and Ebony: try it before they do that. , I'm just saying

Mark & Summer Guerrero: when you have one place you can call for your car. We are your friend.

Don and Ebony: See okay. There you go. I'll go with that. There you go. You bailed her out.

Uhhuh. She was out there on an island. I'm sorry, go ahead. So, as I was saying, my new friends welcome to the show today. So tell us a little bit about who you are and what you do.

Mark & Summer Guerrero: So Mark and I, started from the ground up and we actually help people with their vehicle problems and any problems that are related to a car problem. So, can't get to work, can't go to the grocery store, can't get the kids' places.

we help find the solutions for you and make your car repair situation. Yep. Less Less painful. We try at least we started out of the garage and,



Don and Ebony: outta your home garage?

Mark & Summer Guerrero: Yeah, outta the home garage. I've worked at dealerships and another large entity before we opened the shop, so I gathered my experience early on actually.

Yeah. I've had a love for cars. Since I could crawl, so . Okay.

Don and Ebony: So you've been tinkering on cars since you can remember. Is that what started it? Like did your dad or grandpa

Mark & Summer Guerrero: yep. My dad, my grandpa, both, were in the autobody industry and that's kind of where it stemmed from. And then once I was able to start driving, I actually, I actually started working on my first car when I was 13,

Don and Ebony: Oh wow. What did you do? at 13.

Mark & Summer Guerrero: At 13.

Don and Ebony: Uh-huh.

Mark & Summer Guerrero: I started taking stuff apart and learning how to put it back together.

Don and Ebony: Nice,

Mark & Summer Guerrero: Nice. Nice. Yeah.

Don and Ebony: Was there a time in that, at that age that you were unable to put things back together?

Mark & Summer Guerrero: There was, that's when I would, rely on my father's help. Yes. Yes.

Don and Ebony: Yes.

Mark & Summer Guerrero: The cool thing is, is, you know, now when we're helping these others this industry get started, he, he knows us.

Oh yeah. I remember. I remember being the age, like when we hire Apprentices and stuff, the newer, technicians starting out in the industry, I, when I see their passion, I know exactly what they're, you know, going through and I try and build on the, their strength just to bring 'em up. Cuz I know what it's like to take something apart at that early age.

And then you freak out and you're like, oh no. Yeah, but so you just guide 'em through it.

Don and Ebony: That's, interesting. And you know, cars have really changed from the beginning until now. These newer cars are not the same back in the day.

You know, you could just, take your Chevy apart and yeah. Take, you know, do the oil change yourself, and now the components are so, you know, just crazy. Yeah. How have you, how have you managed that change?

Mark & Summer Guerrero: I, I believe in training. That's one thing I, when I open the shop, going in the dealership in, or being in the dealership industry or side of it, I've learned that training is important. Mm-hmm. . And that's one thing I'm glad that I learned early on, and I've followed that through with our shop as well.

I, our guys are trained every month, or every week depending on the situation or every day. I mean, if there's training available, we're doing it. we actually shut.

For three day, four days, every March, go to Kansas City for a large training event that's, in our industry. Oh, wow. And we take the entire shop.

So definitely worth it.

Don and Ebony: That's dedication to training. Yes. I

Mark & Summer Guerrero: Well, and we have to, to keep up with that technology, we have to. and then, you know, I've actually done a blog on this. The difference now, I mean, back in the days you can, whatever. 10 years ago or 20 whatever time period you wanna put on that. But a mechanic took things apart.

You could put something back on it and it was good. And that's [00:05:00] technically what a mechanic is. Our guys now, they're technicians, they actually have to review electrical diagrams, they have to, review. what is actually going on in this computer system to be able to test a system and tell you what is causing that problem, because there's so many other parts that are associated with it.

So yeah, it's, it is

Don and Ebony: it's, a different game. Yeah. Yeah. And that, that is so interesting because you're right, I hear people say, well no, the mechanic can't do that. You need someone who can do the electrical components. Mm-hmm. So, you know, and understand the technology behind it, which is different from, you know, my uncle who was able to, you know, just go in and do stuff cuz.

Completely lost. Yes. So we're so thankful to have people like you who you know, who keep up on the industry and who's able to help. Now, where are you guys located at?

Mark & Summer Guerrero: Pawnee and Meridian.

actual address is, yep, go ahead. 2606 West Pawnee.

Don and Ebony: Pawnee. 2606 Pawnee. Okay. That's awesome. Don, you got that in your head?

Where's that at? I'm trying to picture a North, Northwest corner or Northeast.

Mark & Summer Guerrero: We are the northwest corner. So you know where the old flea market used to be? Yep. We were right in that area. Yep.

Don and Ebony: yeah.

Mark & Summer Guerrero: We're on the same side with the quick trip. That's like a big one. Like everybody goes to the quick trip right

Don and Ebony: Okay. Yeah. Very familiar. That's awesome.

And so you started in the garage. Mm-hmm. decided kind of, let's, let's talk a little bit about that. You started in the garage. It was just you and you, both of you together in the the garage?

Mark & Summer Guerrero: Mm-hmm. , we've been together since we were 16.

Don and Ebony: Oh my gosh.

Mark & Summer Guerrero: So, yeah, actually, so actually where, where it started early on was when I met her, I actually had her work on her own car so that she could learn what it's like to work on a car in the driveway, in the driveway, in the cold. You would not believe some of the things you, you can learn and do when you don't have the correct tooling . And so that's another reason why I believe in the correct tooling training, just everything as a whole in our shot.

I have been through that early on, and I know how much an advantage you have when you do have the correct train, the training and the tooling to do it. So

Don and Ebony: how old were you then when you showed her?

Mark & Summer Guerrero: 16? We were. You were 15. I was 16, yeah, she was 16. I was 15. I had no

Don and Ebony: with him after that? Because out

Mark & Summer Guerrero: I had no idea.

Don and Ebony: Making me do work on this vehicle.

Mark & Summer Guerrero: You know what I thought was pretty awesome was cuz he, he has such a passion for teaching people.

And when you have someone that loves what they do and they have a, just that gift of being able to show somebody how to do it, it just empowered me is what it did as a, as a woman at that time, women weren't even thinking about that.

and when he was like, no, you can do it. Let, let me show you. And, and then we, the second big thing we did, and I'm telling you I was in, like, I worked at a clothing store, so like

She was very preppy.

Don and Ebony: Well, you know, I, so that's

Mark & Summer Guerrero: they don't use those words.

Don and Ebony: a, a book by its cover, right?

Because you, you guys are certified and trained and however, I mean, so there is a meme out there on Instagram too. TikTok, all these different social medias and they said, I'm not taking to mark my card to anyone whose hands don't look like this. And it's the mechanic's hands who are like,

Mark & Summer Guerrero: oh yeah, . Yeah. Yeah.

Don and Ebony: And I'm looking at the two of you. You have your nails done. done. Clean hands.

not not just summer, but Mark as well.

Mark & Summer Guerrero: That is the one thing too, I believe in cleanliness. So the shop is clean. We're clean. Like I, I mean the cars today still want, don't want somebody getting that's dirty in their car. No,

Don and Ebony: you know. I don't.

Mark & Summer Guerrero: And the cars nowadays, the, the stuff that's in the car, the leather interior, you don't want to get that dirty.

So we believe in keeping everything clean. Yeah. We want it to look like we were never there. So, but it was funny cause the second thing was he was like, Hey, I need to, I want, , if you're gonna be my girlfriend, , you need to know how to work on a car.

Don and Ebony: Well,

now was that your pickup line, Back in the day, we used to call that a wrap. Is that your wrap back? Back in the day. And it worked. Apparently. She was like, well,

Mark & Summer Guerrero: Yeah, so I, so it was on his Nova, it was a 71 Nova. Oh wow. Nova. Yes. Which is still in the garage. Still have it. I call it, I call her his girlfriend cuz that was his, you know his first one. Yeah. That was . Yeah. But, she was the one that he said, you know, you gotta know how it works. Like I don't want you to be stranded and not know how it works or get taken advantage of.

And so big old oak tree in the front come along, we pull an engine. and, borrowed his clothes cuz I couldn't, like, I,

Don and Ebony: Right. Yeah.

Mark & Summer Guerrero: Dirty mine. So, but again, saw the passion, taught me how that came together and I saw that as a way to be able to empower and help other women later too. So Mark has just really, really empowered me to be and [00:10:00] do what I wanna do. And, both of us together with him helping this industry the way that he does and, you know, teaching me what I know, we come together and we give two different perspectives on a car repair. We, and we help genuinely love mm-hmm. to help people and we just happen to know a lot about cars.

Don and Ebony: Excellent, excellent. Couple of important questions here. Was it a one car garage or two?

Mark & Summer Guerrero: It was a two car.

Don and Ebony: Okay. So you tripled your space now you got a big old six bay.

Mark & Summer Guerrero: Yeah, we actually, we actually have a, yes, we have a six bay and we actually purchased our location. So we have two buildings, one in front of the other.

So we actually, now we're actually getting ready to do construction on the other side and open it up. So we will expand that to roughly 10 Bay.

Don and Ebony: Oh wow. When's that gonna happen?

Mark & Summer Guerrero: That's actually weeks in the beginning.

Don and Ebony: Oh my gosh. It's happening

Mark & Summer Guerrero: it's happening. It's happening. We talked about it yesterday and

we, but we we, believe in your plans and to keep up with technology, you have to, you know, you have to have your two year, your five year, and your tenure.

And so, yeah. And so this was actually. every, once you meet your goal and your dreams coming true. You know, we actually reflect back on this where we were like, man, remember when the six bay was our dream? Right, right, right. You know, and we were like, man, we are, we've got it. Yeah. So it, you have to, think, think bigger and think, okay, well now what's our dream?

Like, where do we wanna be? Do we wanna be a multi shop owner? You know, which we do. Mm-hmm. and that will happen. I just had realization from a, a coach, cuz we, we have a coach, you And it was funny cuz he's like, okay, I need your two year, your five year, your tenure year. And then I was like, oh, well our 10 year's this.

And he woke me up and said, but do you know how old you are? And I was like, dang, can we do that in three ? Right. So I was like, I had no idea how old I was.

Don and Ebony: Don, I guess you better not have any dreams. You know what I don't need? Oh man.

See, welcome to my world.

Mark & Summer Guerrero: Yeah. We forgot to ask about our a or figure out our own age. Right. Through all of this, we've got all these dreams and, and

Don and Ebony: Oh, you can never stop dreaming.

That is so

Mark & Summer Guerrero: you can't. Beautiful. And that's, you know, that's one of the things th this, this plan one, it was a dream. And it's also ties in with the advancement of cars because pretty soon cars are gonna be driving us.

Mm-hmm. . So this is where this facil, this space is going to.

Allotted for is the self-driving vehicles that are gonna be coming out the, because there are a large amount of calibrations that have to be performed on these cars. Even when you change a headlight, now you have to recalibrate something.

So that's where this is all heading towards, is we're gonna open the space up so that we can have the equipment to be able to do the repairs and prepare

Don and Ebony: and to service those types vehicles.

Mark & Summer Guerrero: yes, that and there's such a need for training to the technicians and building up the next generation. We, when we decided that we wanted, found out, we, we were surprised with the baby, young, right?

Mm-hmm. . And, but we made that decision that at that time that we wanted to be those good role models for those kids, and that was a focus of ours. Well, the, the shop is another kid, right? Mm-hmm. . And so we know that we make an impress. on people in this industry. And we have a passion for this industry.

And so we, are focused to try and build up. Actually, we are focused and we are building up kids that have that, that passion for it now. And it's very few that are out there, but we find them and we bring them in and great technicians within a couple years. And, we know that we've made an impression on them if they stay or don't stay with us. us.

Don and Ebony: Couple of questions before we go to a break. Why the name of Affinity?

Mark & Summer Guerrero: So Affinity's definition is a natural liking or caring for someone or so. and we started out as after hours auto repair cuz that's how it started in our shop. We used to call it the after hours garage, just teasing around. And when his dream at 16 of wanting to own his own shop to show people, there's good, honest technicians out there, you know, started coming true.

And so we started with the after hours auto repair. Well then in 2017, it just wasn't the way that. , our business was trending, right? So we weren't staying open late or anything like that any longer cuz we just couldn't do it.

And it wasn't like a large market here. So, so we decided we were gonna make a change and we looked for what was the definition, what's, what are our core values in our business?

And affinity was the word that will grow with us and keep growing and keep us to our core.

Don and Ebony: Excellent.

And one last question, and I'd love to hear you answer on this. What does a catalytic [00:15:00] converter do and why is it so popular be to be stolen and what can we do keep it from being stolen?

Mark & Summer Guerrero: Yeah.

So a catalytic converter is designed to clean the exhaust, basically pull the, the harmful emissions out the exhaust before it exits the tailpipe. And protect our, and protect the, the air, air that we breathe. Ozone, yeah. Yeah. So, and the reason why it's so popular is the materials they utilize inside these converters because they react with the different, chemicals in the exhaust and the oxygen.

And that's what actually it creates an ignition to burn off all that stuff before it comes out. Well, those chemicals and those products they use are expensive. They're very, they're, the metal, yeah. The metals that are precious are precious. So,

Bring a large value because they're getting depleted. So they're able to reuse these, metals in the, in the converter.

And that's why they're expensive.

Don and Ebony: So, so the

the person that does it is stealing them to resell 'em to another auto

Mark & Summer Guerrero: no, it is illegal. Once the converter is removed, it can no longer be resold. Right? It is, that is a law. And actually for us as an independent or any, any technician, Repair shop. It is illegal for us to remove an emissions device and not put one back on.

Wow. So we, we cannot resell them. We can't, the only thing we can do is turn 'em in as cores. Yep. And you can't, to the company, put a used one. You won't find, you will not find a used one anywhere. But the reason why they're cutting them is because there are metal places.

Know all these scrapyards, we'll

buy 'em and things. that will buy them from them with no questions asked.

You know? so yeah. So they are, there's

Don and Ebony: so they're buying them for the metal not to be reused cuz

Mark & Summer Guerrero: they're so important that, and they're getting good money for it too. Yeah. So like we can say we've, I have a 2020 Toyota right now that has all of his cats that were cut off just from going into a grocery.

Don and Ebony: and they can do it so quickly. Yeah. That's the crazy

So, but it's just the metal value.

Mark & Summer Guerrero: Yes. Yeah. But the person that stole that probably got It depends. It de, yeah. Being a Toyota, depending on the make and model depends on the value of the converter. So

Don and Ebony: why am I lost here? Because if it's just metal, yeah. Why does it matter if it's a 2020 Toyota or a 2020

Mark & Summer Guerrero: They put more, they put more in certain makes and models and it's not damaged yet. You know? Cause some cars that will be running down the street, you can hear it kind of rattle. Mm-hmm. . Well, it's broke up. So all that metals. Fully intact. Yeah. But in a 2020 it's still intact. It hasn't been used up. It's not, you know, wore out.

It's still all inside there. And they get the most return on their stolen, product. Yeah. And I know,

Don and Ebony: we're, my gosh,

Mark & Summer Guerrero: I know, I know.

Don and Ebony: I need to. Educate me here.

So when it's turned into the metal dealer, they pay \$1,500 for it. What does the metal dealer do with it?

Mark & Summer Guerrero: They then send it to another person, manufacturer.

So actually what has been happening is the Wichita area, they've kind of tightened up on that and they require driver's licenses. They just require certain things to be able to turn this in. So now we're getting people from outside of their states coming in to collect these, and then they take 'em back and usually ship 'em over.

Don and Ebony: Wow.

Mark & Summer Guerrero: To try and get away from it because we are, we are here, especially, I know the Wichita Police department is really trying to crack down on it. I mean, so hard. And just with etching, like we're, you know, helping them do that too. And what that does is that ties it to your name. So like, and if a. Metal scrapyard sees that they know it was stolen, right?

They can check that and then they would be in trouble if they bought that because they are aware that that is a stolen product. So, we're just not holding the right people accountable is what we're not doing right now. And I know that they're working really hard to try and do that, but Yeah. And that, I'll just tell you that, that, let's just say, and I don't know exact numbers, but let's say they got 1500 out of that.

that poor guy's cost to repair that because it has to be original equipment because he's under warranty still. It's about \$7,000.

Don and Ebony: Whoa.

Mark & Summer Guerrero: So it is a real problem for people. Yeah.

Don and Ebony: Well, thanks for sharing. oh, go ahead.

Mark & Summer Guerrero: I was gonna say, and and you were asking about ways to protect them. They do have devices out there, like she's saying to etch 'em.

They also have devices. You can actually wrap around the convert. and it kind of makes a cage for them. Mm-hmm. to keep 'em secured. Some of it works, some of it doesn't. It, it, it just really depends. And some of these guys are crafty.

they have

Don and Ebony: They're determined. They're gonna get it. Right.

Well thanks for sharing that with our [00:20:00] listeners. I mean, you hear about it, but until, until it happens to you, you, why is it so?

Mark & Summer Guerrero: Yeah. Yeah. Really you gotta keep it

Don and Ebony: indoors yeah.

Mark & Summer Guerrero: as best as possible.

And

Don and Ebony: every car has one.

Mark & Summer Guerrero: Mm-hmm. . Yes.

Don and Ebony: Okay. Yes. And I take it some cars.

Harder to get it than others. Yes. Okay. That's, well, that's good. E I'm sorry, . No, you're good. I'm taking, I'm not trying to take your shine as if I could. No, no, but you know what, it's time to hear a word from our sponsors, so we'll hear from them and we'll be back to hear more from Affinity Automotive. Welcome back friends. We're here with Affinity Automotive. We have Summer and Mark Guerrero here. So we've been talking about their journey and how it all began from 16, from in a two car garage to a six car garage. PNY and now growing because now they're expanding to a new business. or not a new business, but a new building.

So, can you talk to me, I just really have a question for you. So when you got that space, on pny, did you start off leasing or did you own it directly?

Mark & Summer Guerrero: We started off leasing. but we, we always had that ambition that we would eventually own it. So we did put that option to purchase it. Mm-hmm. After so long.

Okay. We just didn't have reality on how long it would take.

Don and Ebony: So I'm wondering, like at one point did you say, listen, we need to own this and we wanna grow this, this is the next step.

Mark & Summer Guerrero: You probably know that it takes you believing in it before it happens. And so we thought three years we'll be able to own it.

Well, we obviously did not believe what we thought at that time, . So we drug it out. So we drug it out and then unfortunately, an event took, took place that. We were like, yeah, we, we need to buy this location. So yeah, with the landlords, it just, you know, they, they actually can dictate if you're in business or not really, you know, it can come down to that.

They, your doors are opened or closed, and it depends on whoever your landlord is. and, we had a situation pop up and that horrible gut feeling of potentially everyone being on the streets, you know, and the people that depend on us the most, not, not having a place to work with us, you know, where they belong, is what gave us that belief that, all right, we better start saving.

We need, you know, more so than what we were doing. Like, you know, we were just putting a little here and there, just kinda like how we started the business. Yeah. But it accelerated things. It accelerated super quick. Yes,

Don and Ebony: they pushed you into saying, Hey, you know, we need to take action and today's the day.

Mark & Summer Guerrero: And

the, the crazy thing is, is it always takes thinking of others for us to make that decision.

You know?

it wasn't necessarily

Don and Ebony: we need to own it, but as we have these people who are working for us and they depend on us.

Mark & Summer Guerrero: Mm-hmm. and what would we do with our customers? You, I mean, just everyone that depends on us. It's like, ma'am, we would be letting so many people down if we let this.

So that's what the, the termination actually, that's when it changed and we decided we needed to own it and put a date on

Don and Ebony: I love that. Thank you for sharing.

Mm-hmm. . So, you know, even when you think of that location, is that a location where you thought when you wanted to open up, I wanna open up on, because there's, there's no service, over here. Or was it just like, this building's open, let's just start here. What did that look like?

Mark & Summer Guerrero: So, well we started out the two bay shop.

It was close to home. When we transferred to a two bay shop, it was close to home. that's when the business actually started. And that was really the O only, well, I mean, and it had good traffic, you know, so, We've we're with the Kansas Small Business Development Center, so we had some great guidance on, if we're making the right decisions and or not.

And but we knew we had to grow. We were with a consulting company that told us that, look, if you don't leave that location, you're gonna stunt your growth and you could go out of business.

because of how quickly you're growing. And, having that, we were like, oh, we can't afford anything. And then this flyer comes in the mail.

I threw it in the trash and Mark pulls it out. , that was a good picture. Yeah, . That was a good picture. And he's like, well, maybe we can ma, this is a six, six bay shop. You know, let's just go check it out, see what it's like, see what the money side of things are, see if we can afford it. You just never know. I guess that's the moral of this story.

You never know. So just go with your [00:25:00] gut. cuz Mark was like, you know, it, it might be too much, but we at least we need to know. And when we went there, it seriously was \$200 more than what we were paying for aba. Yeah. So like what? Yeah. God provides. Right. And so, and it was the door that needed to be opened for us.

Yes. And thankfully that that same place we were releasing from, they worked with us.

You know at, at how they did the leasing part of it. So it worked out great. I mean, so just day one you're looking at any business opportunity or a a, you know, leasing, you can ask for different options. Mm-hmm. , there's no cut, you know, black or white line here to how it is.

You can actually see what they can help you with or get ideas from them. cuz we had no idea what was out there.

Don and Ebony: and I think that's good for listeners to know, right? Mm-hmm. , if you're, if you're thinking about going to a business and what the next steps are, you know, you have to ask cuz you don't know what you don't know.

Mark & Summer Guerrero: Yeah, exactly.

Don and Ebony: Yeah. So let's talk a little bit about you. Summer, you've, you've mentioned a couple times that Mark has empowered you, he's taught you so much. Let's talk about his

empowerment. He taught you about cars becoming an ASE certified technician, and then also I think you are. And you were a fire firefighter.

Mark & Summer Guerrero: Yes. Yep.

Don and Ebony: let's talk about that a little little bit.

so yeah, we had our kids and reached a time in my life where I was, mark will say, tell you I was going crazy, , but because I, I was young and, and, wanted to do something with my life and. I love helping people, and firefighting is a challenge and there's just so much to it. during the most stressful time for someone, you have the opportunity to help them out in many ways.

Mark & Summer Guerrero: But something kept drawing me to the military. And so I do remember, you know, telling Mark, Hey, I think I wanna join the military. And that was, that's a whole nother podcast.

Don and Ebony: right. Okay.

Mark & Summer Guerrero: But, but, you. It comes down to it that, you know, I joined the military. He took care of the kids for, for me while I was gone.

I was deployed to Iraq for 16 months. And so Mark really had to figure out the whole parenting by himself and, you know, just being that supportive husband across the way. And then, I came.

From Iraq became a civilian firefighter, and then found out I had stage four breast cancer.

Don and Ebony: Oh, wow.

Mark & Summer Guerrero: So all of this has gone on while all of this has gone on.

You know, mark supported me through all of this, but when I was going through chemotherapy, that's when I really realized he has supported me this whole way. He's taught me everything empowered me, made me this amazing woman that can help so many other women. And I remember him at 16 saying he wanted to own his own shop and we hadn't even did it.

So that's where, went through the chemotherapy. It was like that was God saying that, that, you know, I have to, God has to break your hearts to get you to open your hearts. And that was the light switch that it took for me. I had to be knocked on my butt. I was too high on a horse

Don and Ebony: Wow.

Mark & Summer Guerrero: And so, so we started doing the small business development center.

And that's where, you know, the business actually kind of came to. And we had a day that actually it was multiple days, mark was struggling where he was at. And ethical things do pop up in our business. You, you know, it's either right or it's wrong. And unfortunately, things that were going on where he was at was unethical at that time.

And it's not the companies, usually it's the people that are in the companies. And unfortunately it was going nowhere and it was making him sick. And I was like, you know what I, it's time. , here's the keys to your new, new business. That's literally how it went. Literally. He'll say I pushed him in the deep end , so that's cool.

Don and Ebony: you guys. But that's what's cool about this. You guys push each other and support each other. And so thank you for your service and, and not just in the military, but also with the two of you do on a day-to-day basis for helping people with their, with their issues and challenges for car support.

But as we talk about support, I'm gonna turn it over to Don as we're closing out. I know that you. Use the Chamber as a means of support. Right. And there's so many resources. So I'll, I'll let Don go through those questions, but, thank you for your support with the Chamber Excellent. And before we get into the chamber, did you grow up here?

Yes. What high school?

Mark & Summer Guerrero: I went to Northeast Magnet.

Don and Ebony: That's okay. That's fine. Did you grow up here? Yeah. What high school?

West.

That's okay too. Yeah, it is what it

Mark & Summer Guerrero: It's

Don and Ebony: I mean, you guys were on, we were on the roll. If you would've said Southeast then I would've known how all of this is possible because, you know, they, those graduates are amazing.

Mark & Summer Guerrero: Excellent.

Don and Ebony: The Chamber 2019 was a great year for you. Tell us how that went down,

Mark & Summer Guerrero: [00:30:00] Man, we tried for years, and I love the small business development or the small business awards because we really were developed from those other past winners. You know, we got to see what we wanted to be, you know, like what we wanted to change in our business.

From them talking with business owners, which the Chamber brings together helps us all.

you know, every mm-hmm. . I, I do believe that majority of your business owners wanna help other just to, to get to another level. And that's what the Small Business Awards did. So each year that we applied, we're nominated, you know, we're nominated, applied, went through the application process, we, we learned something new.

Mm-hmm. , and, and I think that's what actually got us to finally become an award winner. We realized that it's not, , you know, we were so focused on ourselves. Again, when you put the focus on other people, which is where our heart is, it just all comes in line. Yeah. Mm-hmm. . And one of my favorite things about the awards was, we, we keep that award out and, and we think our customers, every customer comes to the door, means something to us, and we're supposed to learn something from them, or we're supposed to teach them something that is how we, we live it.

And, when we won that award and we put it up on the counter, , our customers would come in and they would take that award and they say, summer, look, look what we won

Don and Ebony: nice.

Mark & Summer Guerrero: and I just thought,

Don and Ebony: Nice. It's beautiful. That

Mark & Summer Guerrero: just is, that's the true meaning of these awards and I think the doing it, I know it so much work, but it really meant a lot to us. A lot.

Don and Ebony: Excellent. And one last question. You talked about your employees. How many do you have?

Mark & Summer Guerrero: five currently have five. We're, we're looking at, growing. We need some help. So if we could

Don and Ebony: tip Yeah, that. Yep.

Mark & Summer Guerrero: if you've thought about becoming a technician or even a service advisor, love this industry, man, we want to help you grow.

Mm-hmm. . And, if you, the big thing is, is loving customers, even as a technician, you wanna take care of them like they're your own family, then you are meant to

Don and Ebony: Excellent. I don't see why anybody would not want to work for you folks. Exactly. Do you have a TikTok?

No,

Mark & Summer Guerrero: I, we've talked about it because we've had some real good ones later. Nice.

Don and Ebony: Nice. E you got anything? No, I think that's it. It's time to, have a little bit more fun. Although we, this conversation has been on the last, it's been great. It's been great. we're gonna do word associa. I give you one word. You gimme one word back. It's not wrong cuz it's your word. You ready?

Mark & Summer Guerrero: You got this?

Don and Ebony: Mm-hmm. Yeah. think this is the first time we stumped them.

So let's do this. Leader.

Mark & Summer Guerrero: Summer

Don and Ebony: Boom. Nice. That's nice. That's nice and smart.

Success

Mark & Summer Guerrero: Determination

Don and Ebony: College

Mark & Summer Guerrero: Helpful

Don and Ebony: Failure.

Mark & Summer Guerrero: Not an option.

Don and Ebony: Nice entrepreneur. Hmm. Simultaneous.

Mark & Summer Guerrero: Yeah. Hmm? and entrepreneur. Strength. Yeah.

Don and Ebony: Wichita,

Mark & Summer Guerrero: awesome.

Don and Ebony: Vacation.

Mark & Summer Guerrero: Hawaii. The beach

Yeah.

Don and Ebony: got there somehow. Hero.

Mark & Summer Guerrero: caring. I think that's caring

Don and Ebony: Wichita chamber.

Mark & Summer Guerrero: Great.

Don and Ebony: family.

Mark & Summer Guerrero: love. Mm-hmm.

Don and Ebony: fun

Mark & Summer Guerrero: every day.

Don and Ebony: the last one, and each of you have to respond and tell the truth.

Beverage,

Mark & Summer Guerrero: lemonade. going strawberry margarita.

Don and Ebony: Yes. Excellent. you for coming on the show today. It was out It has been wonderful. Thank you both for being here and being so honest with us and, and telling your story.

Yeah. I hope that someone will find some inspiration from the two of you because I know that I'm inspired.

In fact, can I have your cell phone number? So I wonder, can we, can we call you now that we're all good friends and do like car talk?

of Like if I hear something I'm be like, my car's going click clank.

oh no. She's one of them. What happens? Can you diagnose that by the phone?

Mark & Summer Guerrero: You can't diagnose that by the phone. But you know what? general area, I, you know what I would rather you do call us. Like that's what we're here for. Kyle will answer the phones. I answer the phones mark one of us.

But we're here to help you. If you have a noise, you know, we can tell you if there's a possibility of it being. Super scary. Yeah. And we need to get that in like right now, you know, or, well that,

you know, [00:35:00] you, you can maybe a day or two or whatever. So definitely want you to call us if you have any questions about your cars.

Even if we don't do that service, we'll recommend

Don and Ebony: Perfect.

And you can call me. I'll just say it's a catalytic converter.

gotta be Yeah,

exactly. Not gonna call Don, but again, thank the two of you for being here.

Mark & Summer Guerrero: Thank you.

Don and Ebony: All right, friends, we've come to the end of today's segment. If you would please like, and share this with all of your friends or someone who you think will find, this to be beneficial to them.

If, you would please also make certain that you put a note in.

Let us know who you wanna hear from next till next time.