

Fairway Chevrolet

A Service Supremacy Dealer



Bill Heinrich

Fairway Chevrolet has achieved full certification as a Service Supremacy Dealer, Chevrolet Motor Division's highest award for quality service and customer satisfaction.

The award was presented to Fairway president Bill Heinrich by Joe Rooney, Chevrolet's Pacific Coast regional manager. In his presentation, Rooney said that "of the 5,120 Chevrolet dealers, only 354 are fully certified. I am proud that Fairway is one of them."

Service Supremacy is a comprehensive Chevrolet Motor Division service development program. Every aspect of a dealership's service operation is rated, including facilities, shop tools

and equipment, department operating procedures, customer service, department management, manpower and parts.

Twenty-two areas of operation and 523 service standards are evaluated. Fairway met or ex-

ceeded all of the standards and was certified in each of the 22 categories including: Facilities planning, body shop & specialty repairs, truck RV & fleet, new car conditioning and used car re-conditioning, customer reception and convenience, tools and equipment, operations planning, document and expense control, service management, market analysis and planning, personnel hiring and orientation, service merchandising, quality control, departmental relations, customer and service department relations, customer satisfaction follow-up, service advisors, productivity and scheduling, resource utilization, service department training, personnel motivation and parts department. There is a stringent and comprehensive evaluation used in each of the 22 Service Supremacy categories heretofore mentioned.

The award was not given until a survey of Fairway's customers showed substantial approval of the way they were treated and of the quality of the service they received.

Heinrich purchased Community Chevrolet, then located on East Charleston at Maryland Parkway, in 1969. He immediately changed the name to Fairway, and in 1971 moved the business to its present location, 3100 East Sahara Avenue.

Fairway comprises fourteen acres of retail, service and display facilities at its present location. It is a full service dealership, providing new and used car and truck sales, a comprehensive service maintenance operation with separate car, truck and body shops and a parts department.

In accepting the Service Supremacy Award, Heinrich stated "all of us at Fairway are very proud of this accomplishment. It hasn't been easy, but we did it because of our technicians in the service department and their supervisors, the people who every day, year after year, get the job done right and done on time."

(Editor's Note: Bill Heinrich will be named "Man of The Year" April 20th by the Nevada Kidney Foundation at gala dinner at the MGM Grand. Mazel tov!)

to Lebanon in three weeks. Six earlier proposed trips to Lebanon had to be scrapped after events in the strife-torn country made the trip inadvisable, he said.

One of the key points he made in his one-hour talk, on the symposium's theme of "Just and Unjust Wars," was what a "moral relativism" had emerged, which wrongfully depicts the use of violence to accomplish social and political change as justifiable.

Elaborating on this theme, he pointed to the Nazi barbarism in exterminating millions of Jews in the Holocaust and others during its reign. "You could only do this," O'Connor said, if you felt that another human being is "only relatively human." He added that if "all values are relative, then human life is relative."

O'Connor called the Israeli raid in 1981 on an Iraqi nuclear facility justified. He said he would not consider the destruction of the "potentially harmful" facility an offensive act.

figure to invite Shcharansky to this city. Following his release last month, Mayor Edward Koch also extended an invitation to Shcharansky to visit New York. The former Soviet Prisoner of Conscience thanked Koch, but a date for his visit has not yet been set.

Turning his attention to the Middle East, O'Connor called upon President Reagan to issue a strong statement of concern about what the Cardinal described as Lebanon's slide toward disintegration. "It is conceivable that Lebanon is about to disappear as a nation," he told the audience. The Cardinal, one of the most prominent of America's religious leaders since he became head of the Archdiocese in 1984, said he plans to travel

Cardinal O'Connor Wants Shcharansky To March In New York Solidarity Day

NEW YORK (WNS) — John Cardinal O'Connor, spiritual leader of some 1.8 million New York Catholics, urged Anatoly Shcharansky, who was released last month from his imprisonment in the Soviet Union and was reunited with his wife Avital in Israel, to come to New York to march in the annual Solidarity Day for Soviet Jewry in May.

"Just one person becomes a tremendous symbol and reminds people throughout the world" of the continuing captivity of many other Jews in the Soviet Union, O'Connor said at a symposium at Pace University sponsored by American Professors for Peace in the Middle East. The Cardinal is an outspoken critic of the Soviet Union's treatment of its Jewish citizens.

O'Connor became the second major New York

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