



GMMDA Member Ed Dena Named Hispanic Chamber Business of the Year

Ed Dena, General Motors Minority Dealers Association (GMMDA) member and president of Bret's Auto Center in Dinuba, Cali., was named the 2004 Tulare Kings Hispanic Business Chamber Business of the Year at the chamber's annual awards dinner. Dena received the award in honor of his contributions to his community and his efforts to provide promotional development to his employees.

Southfield, MI ([PRWEB](#)) December 30, 2004 -- Ed Dena, General Motors Minority Dealers Association (GMMDA) member and president of Bret's Auto Center in Dinuba, Cali., was named the 2004 Tulare Kings Hispanic Business Chamber Business of the Year at the chamber's annual awards dinner. Dena received the award in honor of his contributions to his community and his efforts to provide promotional development to his employees.

"We are very proud of Ed and this wonderful accomplishment," said GMMDA president Gregory Jackson. "In his short time as a dealer, he has been very aggressive about establishing excellent business practices and investing in his community. These are the essential ingredients for long-term success as an automotive dealer."

Dena says the award is the result of a team effort at Bret's Auto Center. "Our mission statement is to always be the best for our customers," he said. "We take every opportunity, big or small, to give back to the community."

Ed Dena became president of Bret's Auto Center Dinuba on November 4, 2003. Both Dena and his employees and managers are actively involved in the Dinuba community. Bret's has demonstrated a full commitment to bettering the community and active involvement with the Hispanic communities throughout Tulare, Kings, and Fresno Counties. Bret's Auto Center has sponsored numerous community events including the Cinco de Mayo Queen and Princess Pageant, Miss Dinuba Pageant, American Cancer Society, Eyeglasses Donation for the needy and Dinuba Downtown Car Show Event. They are also an official car sponsor the Oakland Raiders.

Bret's has provided for and contributed to the community by providing scholarship and internship opportunities to minority high school and college students through the GMMDA scholarship and internship programs. They have also introduced companies and individuals to the GMAC Adelante Program, an enhanced vehicle-lending program that is open to all ethnic backgrounds, with a special focus on Hispanics. The program educates Hispanic Consumers on interest rates and utilizing credit wisely. They have also held seminars at local businesses and events.

Dena lives in Dinuba with his wife, Ida, who is a member of the General Motors Minority Dealers Association Spouses Association. They are the parents of two daughters, Ashley, a high school senior, and Catherine, a sophomore at the University of California at Santa Barbara. In addition to working at the dealership, Dena enjoys spending time with his family and nurturing his new-found love of golf.

The GMMDA is a non-profit organization that represents the interest of over two-hundred minority owned General Motors dealerships across the country. The mission of the GMMDA is to promote, protect and encourage the viability and profitability of all existing General Motors dealers, and to encourage, through



cooperative efforts with General Motors Corporation, the installation of new minority dealers in viable and profitable opportunities.

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