



# July 2019

## AAA DAY WAS A HIT.

On May first, we celebrated AAA Day—Applauding Associate Achievements in order to recognize the contributions our Associates make on a daily basis and have made this year. We also took the opportunity to expand on last year's Shared Values Day since Shared Values represent our Organization's guiding standards.

Events took place throughout all Regions and locations and included refreshments, frivolity, and an opportunity to share some celebratory photos. All non-uniform Associates wore jeans. The day was a great opportunity to pat ourselves—and each other—on the back and reinforce our commitment to our Shared Values of Teamwork, Respect, Integrity, and Quality.



## A PERSONAL WALK THROUGH HISTORY AT ACA

Welcome to the new quarterly Timeline portion of our newsletter. Take a walk down memory lane as we sit with Diane Seeger, our VP of HR Services, to see what a 32-year journey looks like through her eyes.

**1987:** I began my career with AAA Maryland as an assistant store manager and worked my way up to store manager then into marketing membership.



**1990: When AAA Maryland merged** with AAA Keystone, I moved into the Human Resources department and became the HR Manager. During that time I watched the company go from 300 Associates to one million Members.

**2011: I moved to our Wilmington offices**, commuting from Baltimore. I later became the Compensation and Performance Director, and eventually moved into HR services and had a few positions there that eventually led me to where I am today.

### **Here's what keeps me motivated...**

Throughout my journey at AAA I've experienced many changes. I earned my masters from John's Hopkins and was able to earn all of my current professional certifications.

What makes me come to work every day is the people and the team I work with, as well as the exciting atmosphere that welcomes different ideas, new initiatives, new products, and services. When I was in AAA Maryland our call center was 6 people, and now look at it! AAA really plays in a bigger space of innovation today.

### **Where I think we're going...**

I think that because of our competition, we will be expanding in areas that are new to us and not where we've been before. We will continue to think outside the box and stay relevant, and I think that will be in different spaces that are non-traditional to a 100 year old organization.

## **SUMMERTIME—FUN TIME.**

Summer 2019 is here. Warmer weather means more outdoor activities; beach vacations, camping trips, and trying our hands at summer gardening are all great ways to get moving while enjoying a sunny day.

Are you looking to enjoy the great outdoors while staying safe this summer? Health Advocate is here to help. Dive into some of the best [summer safety tips](#) straight from the Health Advocate Blog to ensure you have a healthy, happy summer. Be sure to explore the site while you're there for all of your wellness needs.

[Read more about summer safety tips here!](#)



## **FROM SERVING IN VIETNAM TO OUR OWN AAA HERO: MEET BOB COURTNEY**

We celebrated Military Appreciation Month this May and caught up with Bob Courtney, a new ASA in our Topeka Retail Store, to discuss how his new career at AAA is treating him. After a 40 year career in sales, he made the switch to working with AAA in August of 2018. Take a moment to learn how Bob transitioned into his role at AAA, and how the journey has unfolded for him so far.

Bob's journey to our Topeka Office as an ASA didn't come quickly or easily. After working 40 years as a sales professional, Bob found himself searching for something new when he came to AAA.

"This was one of those positions I found and was immediately wowed by the hiring process itself," says Bob. "I wasn't sure if I would measure up to the quality of employees that I was meeting. The professionalism I experienced was outstanding from the first interview to the last. When I was accepted, I felt like I was truly lucky to be a part of the team."



**Luckily when he found AAA, he found an organization that shared his personal values.**

"I think that the values of teamwork, integrity, and respect all go hand in hand. I was raised to value what I've said and done over how much money I make, so I try to bring that to my work ethic to work."

**What do you like best about working for AAA?**

"The team atmosphere we have in the office. From picking up calls for each other to answering questions I've had, we always take care of each other. We ensure every Member is taken care of, and I rarely go into a situation where everyone is putting in anything less than their best effort."

*"I think that the values of teamwork, integrity, and respect all go hand in hand. I was raised to value what I've said and done over how much money I make, so I try to bring that to my work ethic."*

**What keeps you here?**

"The story of AAA; the stories that we hear on a daily basis of people feeling blessed to have the AAA card at times of adversity assure me that I am working for a great organization."

**Can you tell us more about your Military service?**

"I volunteer at the combat air museum and I talk about AAA all the time since I am a Marine veteran. During my service I gained respect for who people are and what they do. It deepened my resolve and taught me to treat people with integrity. I remember when I was in Vietnam and we were helping refugees. I would never want to see anyone in a position of helplessness again, and I have a high value in keeping my word."

*"Never have I worked in a place where all staff have their oars in the water with a single goal in mind—Total Customer Satisfaction."*

**Do you feel as a veteran, that we are military friendly? What more could we do?**

"Everyone's experience is different. The way the interview process is structured, if you're dealing with a veteran, you're likely going to get a good employee. The quality and determination of employees is one of the reasons things run as smoothly as they do."

**What was your career journey after the marines?**

"My background has been in sales for over 40 years. August 27, 2018 was my first day with AAA and never have I worked in a place where all staff have their oars in the water with a single

goal in mind—Total Customer Satisfaction. Each person is acknowledged and receives the same service as all those that were before them. If I miss a call, I use my call log to call the number back to ensure they received help or I have been able to help them at that time.”

**Are there any hurdles you have overcome here at AAA?**

“When one weighs those issues towards the tremendous peace of mind our service provides our Members and having a true team environment, AAA is one of the blessings of my life. My goal daily is to tell the story of AAA.”

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**Is there anything that differentiates AAA from other places you've worked?**

“We're in it to give our Members peace of mind. We don't care what kind of car you're in or what your background is, we have your back. I always say we don't sell Roadside Service, we sell peace of mind. I hope our Members never have to use our services, but they know we're always here for them. It's that trusted brand recognition.”

**Any advice?**

Don't give up on yourself. There is nothing that is perfect in life, so don't get bogged down with daily disruptions and always prioritize the Member's satisfaction.

**SAVE WITH SHELL THIS SUMMER**

The summer travel season is here. AAA Members who are taking to the road can save at least 5 cents a gallon on every fill-up through the end of the year at participating Shell stations through the Fuel Rewards® program.

Joining Fuel Rewards is free and saving money at the pump is as easy as remembering your phone number. Join today.

[Start saving now!](#)

