

**BEST WORKPLACE CULTURE**

# At Galpin Motors, a family works behind the brand

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IT'S A FAMILY AFFAIR at Galpin Motors.

"We're really a family and we work as a family," said patriarch and dealership owner Bert Boeckmann.

That includes his wife, Jane, two sons, brother Karl and three grandchildren.

"I love working together as a family. I love having my sons here and my grandsons here," he said.

But the family culture extends beyond the immediate level at the North Hills-based company that has 1,200 employees.

"The employees here are the same as the rest of the family," Boeckmann, a Northridge resident.

That all-inclusive spirit, developed over six decades, earned Galpin the Best Workplace Culture designation in the Los Angeles News Group's Winning Workplace readers poll.

Boeckmann, 83, still works at the dealership five days a week and from home on Saturdays.

The business, started in 1946 by Frank Galpin, has been the nation's top-selling Ford dealer for 24 consecutive years.

Galpin's stable now includes Volkswagen, Honda, Subaru, Mazda, Lincoln, Volvo, Aston Martin, Lotus and Jaguar. The Mazda store is in Van Nuys, Honda is in Mission Hills and Volkswagen is in Santa Clarita.

The North Hills complex of showrooms, which is on both sides of Roscoe Boulevard between Sepulveda Boulevard and the



DEAN MUSGROVE — STAFF PHOTOGRAPHER

Galpin Motors celebrated 60 years in business with a car show, barbecue, music, go-cart track and activities for kids.

405 Freeway, also includes Horseless Carriage restaurant and the award-winning Galpin Auto Sports customizing operation.

"I think we are all just very proud of the dealerships and what they have been able to do," Boeckmann said of his workforce that is spread across the San Fernando and Santa Clarita valleys.

Each summer, Galpin holds a longevity luncheon to recognize employees' service in five-year increments.

Ford salesman Don Rohde is now in his 42nd year and said that the workplace culture Boeckmann instituted is the reason for his long run.

Rohde had no sales experience when he started at Galpin in 1972; he credits Boeckmann with being a mentor more than a boss.

"To learn from a man who is just consumed with how to serve a customer well and the discipline it takes to do that has encour-

aged me to be a better sales person and that has spilled over into my personal life," he said. "So where do you go if you are working for the best? Why would you go anyplace else?"

Actually, Rohde has been able to go to lots of places. Boeckmann rewards good work with perks that include paid vacations.

"Bert has sent me all over the world on different trips," he said.

Boeckmann has had quite a ride, too.

He became a salesman at the dealership in 1953 and soon impressed Galpin enough to earn a promotion to assistant manager in 1956. He became the general manager a year later. By 1968, he owned Galpin.

"First of all, I never thought I would go into this business," he said with a chuckle last year on the eve of the dealership's 60th anniversary. "I thought every week about quitting because the business was so

disorganized. Starting out as a salesman you don't have the service attitude we have toward the customer today. But I had that at a very young age."

It paid off. In the 1980s, Galpin received the national Time Magazine Quality Dealer Award.

Jeff Skobin, the company's marketing manager, maintains the longevity list and said it's not unusual for workers to log several decades. One cook at the restaurant has also been with the company for 40 years.

He credits Boeckmann with leading by example and notes that the company hosts an annual employee picnic.

"It starts at the top and that's why it's such a great place to work," he said of the dealership. "You have employees that are like minded and share the owner's vision. When customers are happy, we are happy and that just feeds through the organization."

**WINNER OF 6 AWARDS**

# OpenX: Success in fast-growing space

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It's always nice to get a pat on the back, and OpenX Technologies Inc. just got six of them.

The Pasadena-based company, one of the world's leading providers of digital and mobile advertising technology, just snagged six top awards in the Los Angeles News Group's Winning Workplaces poll. Four of the wins — Best Overall Company to Work For, Best Overall Leadership, Best Workplace Culture and Best Benefits Program — were in the category of large businesses with 200 employees or more.

Two other special recognition awards were given for Best Technology Company to Work For and Best Company Party. The votes came from both LANG readers and employees of OpenX.

"I didn't expect this," company CEO Tim Cadogan said. "There are a lot of great companies in this part of L.A., so this is a real honor."

OpenX, a wholly owned subsidiary of OpenX Software Ltd., operates an online platform that combines an ad server with a real-time bidding exchange that allows companies to bid on advertising space in real time.

Cadogan explains it this way: "It's like a stock market," the 43-year-old Altadena resident said. "We have built a system that allows people to buy and sell digital ad space in real time. When you go to a Web page, as that page is being presented there is a whole lot of other stuff happening very quickly in the background. Ad space is appearing. Some of that space may have been sold,

**"A culture is enormously important in shaping a company. I wanted to create a successful company, but one where people enjoyed working."**

— CEO Tim Cadogan

but sometimes it's opened up and there are a whole lot of specialized companies out there that can buy that space on behalf of their advertisers."

All of this happens at warp speed.

"In a given second there might be more than 200,000 transactions," Cadogan said.

OpenX was one of the first proponents of real-time bidding technology and the company now handles trillions of ad transactions annually through its OpenX Ad Exchange. Given this rapid growth, OpenX has been recognized by both Forbes and Inc., respectively, as one of the nation's most promising and fastest-growing companies.

Real-time bidding has grown from zero in 2009 to an industry that now generates several billion dollars.

OpenX recently announced a new product called Demand Fusion that allows publishers to choose between the flat pricing of ad networks — which typically submit higher bids — and real-time bidding. OpenX auctions inventory to both at the same time, which ultimately maximizes the

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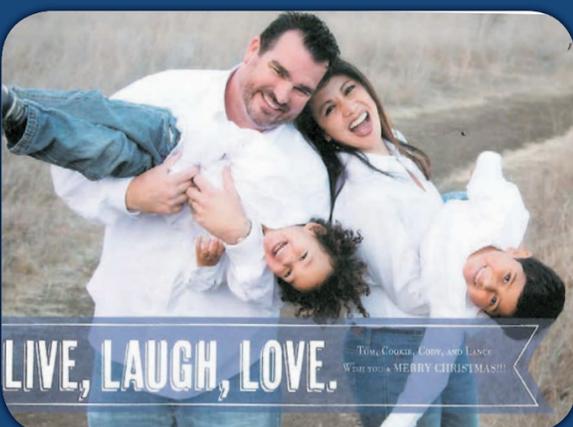


**JEFF MOTSKE**  
President & CEO  
of Trilogy Financial Services

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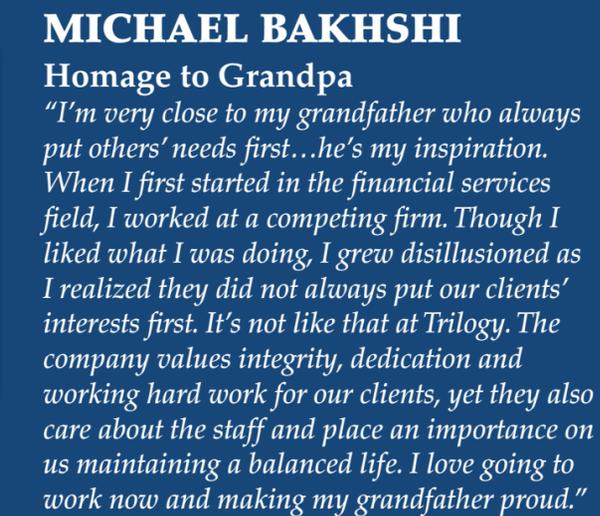
## WINNING WORKPLACE 2014

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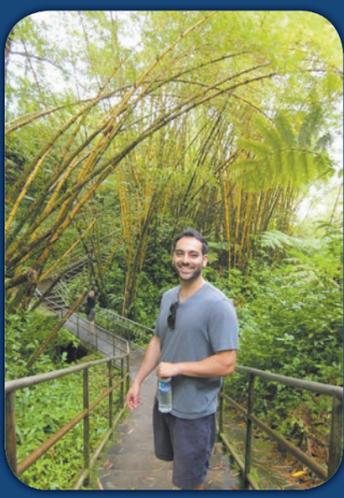
**COOKIE WALDEN**  
Wife & Mom

*"My family is the most important part of my life. Not only does Trilogy recognize that, they celebrate it. My career is ideal as it allows me to work without being tied to my desk and I have plenty of time and energy to tend to my family. It's rare to find a career that doesn't force you to make difficult choices, but we at Trilogy enjoy both quality time with our families and unlimited income potential. I am blessed beyond belief."*



**MICHAEL BAKHSHI**  
Homage to Grandpa

*"I'm very close to my grandfather who always put others' needs first...he's my inspiration. When I first started in the financial services field, I worked at a competing firm. Though I liked what I was doing, I grew disillusioned as I realized they did not always put our clients' interests first. It's not like that at Trilogy. The company values integrity, dedication and working hard work for our clients, yet they also care about the staff and place an importance on us maintaining a balanced life. I love going to work now and making my grandfather proud."*



**SCOTT NAIMAN**  
LA Sheriff (Ret)

*"I was seeking a career change that would recognize my strong work ethic and desire to help others. For the past 5 years, Trilogy has provided just that. Everything that I put into my career I get out of it. This is a relationship-based field where you guide your clients into financial independence by setting goals and fulfilling them. I get tremendous satisfaction from that. Just as fulfilling is the sense of camaraderie in the office. Some of my best friends are my co-workers. I can't imagine a more rewarding career and place to work."*

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