



Rick Dorschel

CEO of The Dorschel Automotive Group

*"In the swim of life, you can either decide to spend your time in the shallow end, or go out to the ocean."
Christopher Reeve*

Like many of the most successful businessmen of the world, Rick Dorschel was strongly influenced by his family – his father in particular. Rick's father worked the family business of running an automotive dealership. From his youngest years, Rick remembers his father instilling him with a work ethic that would eventually go on to define his entire approach to business and also give him the edge required to attain the success that he has gone on to achieve.

When Rick was only six or seven years old, during his second year of school, he got his first job at his father's dealership. He worked on Saturdays, giving up the opportunity to play ballgames and engage in typical schoolboy activities with his friends, in order to learn the ropes of the industry. Starting with sweeping the floors, Rick would perform practically every job at the dealership, learning as much as possible about everything there was to know there.

Though he describes his father as a difficult person to get along with, due in large part to his staunch devotion to the family business, Rick still values the work ethic and perseverance that all of these experiences instilled in him.

Around this time, another event happened that would shape Rick's course in life, teaching him in a very direct fashion about the importance of perseverance and hard work.

In the fifth grade, he took up swimming lessons and had a completely miserable time of it. Rick was overweight at the time and the physically demanding sport brought him to exhaustion and ridicule rather than pleasure. However, he had already learned the basic principles of self-determination from his stints at the family business, and so he decided to stick with it, not abandoning the sport simply because it was difficult. As he phrases it, **"I never had a lot of talent, but I was good at perspiration."**

In time, this perseverance paid off and Rick lost weight, becoming much more adept at the sport of swimming, winning the respect and admiration of others, and boosting his own confidence in his convictions. Thus assured that hard work and determination could indeed work both professionally and personally, Rick redoubled his efforts and would soon experience the event that he now thinks of as his turning point.

After college, a stint in the U. S. Army and an engagement to his high school sweetheart, Nancy, Rick continued to work at his father's dealership. But before long, he began to express more of an interest in the managerial aspects of the business.

Confident that he could lead the business to new levels of success, Rick approached his father about buying the family business. He received a sound refusal.

The two of them would go back and forth for many years with Rick constantly making offers and arguing all the reasons as to why he would be the best choice to run the company. His father, however, would not be moved. Seeing that there was little he could do to advance in his current situation, Rick approached a competing dealership and began to talk with them about employment. Rick took this a step further and even began to

envision what would happen if he were to make use of this new company to actually buy out his father's business.

This was enough to get his father's attention. Not wanting the dealership to go out of the family, he approached Rick and uttered the life-altering words, "I'll give you an opportunity."

That opportunity turned out to be all that Rick needed. He continued to work with the family dealership, taking on roles of increasing responsibility until the point that he eventually purchased the business from his father. Thanks in large part to his powerful work ethic and sense of determination, Rick has guided the company to unprecedented levels of success. Today, he is one of the top auto dealers in the entire Rochester region, enjoying a massive share of the market that also makes him one of the most successful businessmen in the region, period.

Although he does have a certain flair for business, Rick stresses that this was something he learned purely from experience on the job. The real reason behind his success, as he tells it, is his commitment to the ideas of hard work.

As Rick likes to say, **"if you can't out think them, you can out work them."**

The determination that kept him going to the dealership instead of having fun with his friends, the determination that kept him going to his swimming lessons in spite of the difficulties he had there, the determination that kept him in negotiations with his reluctant father about taking over the family business, this was the exact same determination that drove his business towards a level of success beyond what anyone had ever imagined.

Rick refers to this type of thinking as having unlimited belief patterns. To him, **the idea of under-setting goals and not pressing forward at all times is self-defeating and self-limiting.** Rick believes that he fully realizes his potential only by truly believing that there are no limits

whatsoever to his forward motion other than his own willingness to work hard. Certainly, this belief pattern has brought him success in his own life, and brought him to the turning point, the opportunity that changed everything for him.

Today Rick could easily retire, but chooses not to. To him, retiring would be implicitly admitting an end to the meteoric rise of his business. He continues to work so that he can continue to break barriers and push the boundaries of success. When asked about where he wants to go in the future, Rick holds true to some of his father's principles, revealing the incredible degree of influence that the man still holds over his life.

Having invested so much into the family business, Rick has no desire to see it go into the hands of others. As such, he is currently in talks to transition the business to his son-in-law, continuing the trend of Dorschel's success in the automotive dealership business for yet another generation.

All things told, the secret of Rick's success is a combination of influences. There are the values he received from his father, the importance of hard work, and then the experiences of his own life that concretely showed him how those values could be applied to life in a way that brought forth real results. With this as the foundation, his hard work did the rest to bring him to where he is today. Rick's success is an incontrovertible statement to the power of belief and the success it can bring if one applies one's convictions to one's life, unrelentingly.