

- NAPA National Jobber Discussion Group
- NAPA Annual Marketing Seminar For NAPA Suppliers
- NAPA "Opportunities In The Automotive Industry" Brochure
- NAPA Products For Industry Catalog
- NAPA Grey Sheets And Retailers Program
- NAPA Modular Jobber Displays
- NAPA Gift Certificate Program
- NAPA Inside-Out Manual For NAPA Jobber
- NAPA Inside Salesman Manual
- NAPA Automotive Career Training

These items form an impressive list, to be sure; but nobody's perfect. These goals, unachieved to date, can serve as already-defined objectives for our immediate future:

- Microfilm Catalog Program
- Effective Innovations Leading To Better NAPA Automotive Cataloging
- Too Few New NAPA Distribution Centers
- Lack Of A Coordinated National Program To Attract Qualified Young Men Into Our NAPA DC's As Future Executives
- Slowness In Providing Bookkeeping Services To Our Jobbers On A National Basis
- Exceptional Improvement In Our DC's Methods of Buying
- NAPA Committees (with 4 exceptions) Came To A Standstill (see future of Committees)
- Continue To Lose Our Market Position In Too Many Metropolitan Areas
- Failed To Keep Pace With Industry Computer Use
- Need For More Recognition And Closer Contact Activities With Our Very Large NAPA Jobbers And Those Who Have Been With NAPA 25-50 Years And Over
- Failed To Provide Additional DC Sales Manager In Relation To Jobber Expansion—At Larger NAPA DC's