

V·I·E·W·P·O·I·N·T



by NAPA President,
Robert E. McKenna

You've probably noticed something different about this current issue of *Outlook*. That's because it is different. And, it was designed differently on purpose.

Outlook is for you. It is your publication and, as such, the changes which have been made were done in light of your interests and needs. *Outlook* should not only remind you of the services and programs available to NAPA AUTO PARTS stores, but should also give you an insight into how those services and programs can work in your marketplace. *Outlook* should provide you with the insight into the trends affecting the aftermarket and the information you need to combat these trends.

That's why as you read this issue, you'll see a different perspective than you've seen before. One that reflects the opinions and successes of other NAPA Jobbers and of our suppliers. It's a perspective that we haven't had enough of in past issues of *Outlook*. But, it's one you'll be seeing more of in the future.

It's not enough to just tell you about the NAPA programs. You need to see examples of how those programs are developed and how NAPA AUTO PARTS stores across the country have implemented them.

In this issue, you'll see how Gerace Auto Parts in southwest Louisiana has targeted in on the farm market. And, how they've developed a profitable business from the farm industry, which is experiencing serious difficulties and has little cash to spare.

You'll also see how Fred Barron in Odessa, Texas has put NAPA programs to work in his area. With a serious commitment to marketing, Barron has moved ahead of his competition both in the present and for the future.

In upcoming issues, you'll see more of this kind of information. You'll learn, first-hand, the methods and the reasons NAPA Jobbers have participated in various programs and promotions. You'll also learn from NAPA manufacturers what is being done to keep product lines up-to-date and prices down.

"Creative Selling," the NAPA merchandising newsletter, has been incorporated into each issue of *Outlook*. Merchandising is much more than just the arrangement of products. It involves almost every aspect of a NAPA AUTO PARTS store, both on the inside and on the outside.

Merchandising is the lighting in your parking lot, the color of your interior walls, your signage and your personnel. It's a part of almost everything you do to make your store more successful and because it's so closely tied into the total picture is the reason for placing "Creative Selling" in *Outlook*. This placement will show you just how much merchandising is intermingled with NAPA programs. And hopefully, will demonstrate the ways to make your merchandising efforts more effective.

The regular features in this magazine are still here, but they too have been reconditioned. "News & New Products" has been renamed "One Step Ahead" because that's exactly where it will put you — one step ahead of your competitors. The feature is now accompanied by photographs so you will be better able to understand the impact these new products will have.

"Industry Trends" has been expanded to provide you with more details on the events which affect your business and the automotive aftermarket in general. For example, in this issue we examine the future of 10W-40 oil and how newer model vehicles will be using 5W-30 oil more and more often.

"Dateline" is one section of the publication which hasn't changed too much. Here, we'll still be bringing you information, the anniversaries and celebrations held by jobbers across the nation.

The cover of *Outlook* takes on a new format as well. On the cover you'll find photography which demonstrates the NAPA Attitude. Each cover will show the real strength behind the NAPA system — its people. And it will focus on the most important people in the system, NAPA AUTO PARTS store owners and managers. On the cover you can also see a brief listing of what is contained in the issue. This lets you know at a glance what's going to be covered in that edition.

The way you receive *Outlook* has changed as well. In the future, you'll be receiving one copy for your store directly from your Distribution Center. This will allow you to get your copy more quickly than you have in the past through the mail. And that means you'll be receiving a publication which is more timely, allowing NAPA AUTO PARTS stores a better opportunity to take advantage of the information contained in each edition.

Perhaps the biggest change in *Outlook*, however, is the number of issues you will receive in 1987. There will be eight editions of *Outlook* this year. In past years, there have been six editions. But NAPA has grown, so there is much more information to give you. With eight issues, that will be accomplished. And again, all eight copies will be arriving quickly and more efficiently through your Distribution Center.

Now that you know the reasons behind the improvements for *Outlook*, we at NAPA Headquarters want to know what more you would like to see covered in *Outlook*. We, and other NAPA AUTO PARTS stores are interested in what is happening in your market and which programs have worked best for you. Please send us the information at Headquarters or contact your Distribution Center personnel and have them send it to us. Your input will definitely be meaningful to a fellow jobber. Let's let him know about it!

Outlook is twenty years old with this first issue of 1987. I cannot think of any better way to celebrate this anniversary than by making this publication a more effective means of communications within the NAPA system.