

DATELINE

OWNERS HEAD BEYOND THE GREAT WHITE NORTH

NAPA New Englanders celebrated their victory in the "NAPA Derby" during the third cruise offered in the 1988 National Incentive Program. Approximately 700 NAPA AUTO PARTS store owners participated in the two Alaskan cruises. Team "DAPA NAPA" victors were: Warren and Cathy Morse, Dick and Marie Tucker, and Suzanne and Bernie Casey.

Morse is a multi-NAPA AUTO PARTS store owner with locations in Hyannis, Orleans, Plymouth and Rockland, Massachusetts; and an additional five stores serviced by NAPA Maine. Tucker owns five NAPA AUTO PARTS stores in Malden, Melrose, Saugus, Stoneham and Wakefield, Massachusetts. Casey owns a NAPA AUTO PARTS store in Newburyport, Massachusetts.

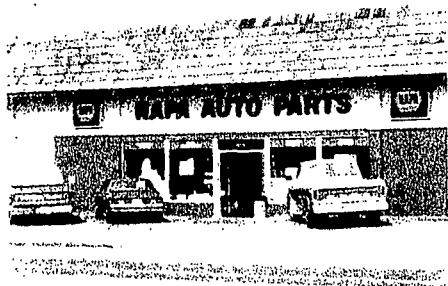


L-R: Warren & Cathy Morse, Marie Tucker, Suzanne & Bernie Casey, Dick Tucker.

A PLENTIFUL FALL HARVEST

From Syracuse to San Diego, more than 2,500 NAPA AUTO PARTS stores reached over one million agricultural customers with the spring National Farm Circular Program. With harvest time nearly upon the farming industry, the NAPA AUTO PARTS stores will again have an opportunity to reach farmers and rural DIYer's through the Fall National Farm Circular Program.

For one month of a three and a half month period, a direct mail and local print advertising promotional campaign will be sent to targeted consumers announcing the various product specials available during harvest. The National Farm Circular Program is offered twice annually—during spring to prepare for planting and in the fall for harvesting.



PIPELINING BRINGS BUSINESS BOOM

"Since the store's exterior was pipelined in May, new faces have been coming in all the time," said Betty McGrath, owner of NAPA AUTO PARTS/Augusta Auto Parts in Waynesboro, Virginia. She credits the increased customer volume due to the pipeline completion (above).

McGrath took an extra step by upgrading the machine shop with more cleaning equipment. She also extended the color theme to her machine shop and painted "NAPA Machine Shop" in big, bold letters overhead to let customers know of this expanded service.

Upon completion of the pipeline project, McGrath celebrated the store's 29th anniversary with a Grand Open House Sale. Serviced by NAPA Richmond, the NAPA AUTO PARTS store gave away door prizes and refreshments and set up a remote broadcast. "Even when I'm away from the store, at the supermarket or the bank, people compliment me on the positive appearance that the pipeline image projects," McGrath said.

McGrath's store earned another accolade when store manager Randy Aleshire Jr. won NAPA Filter's display contest. As the regional winner, he received an Apple computer.

In addition, the Waynesboro Chamber of Commerce gave McGrath a citation commending her efforts in enhancing a corner of the community. "The parking lot may be the next change for us since it seems to stay filled with the increased customer traffic," she added.

WIN A TRIP TO ATLANTA

If your nominee wins the 1988 NAPA/ASE Technician of the Year, you also win a trip to Atlanta to attend the NAPA annual meeting, October 16-18. In its seventh successful year, the competition recognizes technical excellence among service installers. Each of the 74 NAPA Distribution Centers selects one nomination from all entries to forward to NAPA Headquarters. The field of candidates is narrowed to 25 names from which a panel of trade publication editors taps the winner. Don't delay. The deadline for entry is **July 31**.