

ANNUAL MEETING KICKS OFF '89 MARKETING PROGRAMS

NAPA held its 1988 Annual Meeting in Atlanta, Georgia, October 16-18. Focusing on the 1989 marketing theme, "Lead On," the meeting launched the marketing programs for the upcoming year.

Over 700 Distribution Center personnel, NAPA Manufacturers' representatives and other invited guests convened in Atlanta to hear about the progress made in 1988 and about the plans to expand on this progress in 1989.

Robert E. McKenna, NAPA president, set the tone for the Annual Meeting in his opening speech "NAPA Lead On." Highlighting 1988, he said that sales were already up significantly. He challenged the Distribution Center and manufacturer representatives to lead in their areas so that NAPA can continue its phenomenal growth of the past two years. He also outlined factors in the industry that would work to NAPA's advantage in the coming years. He mentioned that new vehicle sales have increased, the average age of cars and trucks have leveled off at 7.6 and 8 years respectively, the number of miles traveled continues to set new records and that design and technological changes are pushing more repairs to the service market. Several other NAPA and Genuine Parts Company (GPC) executives gave state-of-the-organization addresses including Larry Prince, president and chief operating officer of GPC (see page 6).

A highlight of the meeting was the announcement of Alan W. Keyes as the 1988 NAPA/ASE Technician of the Year. Keyes, who was nominated by Gerald Peters, owner of NAPA AUTO PARTS/Mohawk Valley Auto Parts in New York Mills, New York (served by NAPA Syracuse), received the award and addressed the audience during the first morning's session.

Another highlight was the announcement of NAPA Belden as the 1988 Spirit of NAPA Award recipient. This award, given annually, recognizes the NAPA Manufacturer that has shown overall excellence in supplying and servicing NAPA Distribution Centers during the past year.

During the two-and-a-half days of the Annual Meeting, participants attended seminars and workshops to get details on the marketing programs planned for 1989. The sessions covered retail marketing programs, the AutoCare program, marine and farm programs, the heavy duty program and the new NAPA Credit Card Program.



NAPA President Bob McKenna presents Alan Keyes, 1988 NAPA/ASE Technician of the Year, with a replica of the 1989 Chevy S-10 pick-up truck he will receive, along with prizes from NAPA Manufacturers.

Wayne Waterfield (at left), vice president and general manager of Parts Craft and 1988 chairman of NAPA's Manufacturers' Council, passes the gavel to Dick Erler, 1989 chairman, during the Annual Meeting. Erler is vice president of sales and marketing for NAPA Mufflers and Shocks.



Representatives from NAPA Belden proudly display the Spirit of NAPA banner and the plaque they received for winning the 1988 Spirit of NAPA Award.