

CAP NEWSLETTER

Vol. 2 – 06/01/2024

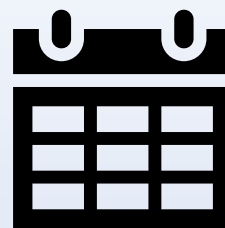




CAP NEWS

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UPCOMING DATES



Future Quarterly Meetings:

June 27th

October 3rd

AutoTech Training:

On Break Until Fall

ProLink Training:

June 5, Bangor Warehouse 10 am - 4 pm

Milwaukee Tent Events:

June 5th: 200 Farmingdale

June 7th: 405 Caribou

June 11th: 165 East Mill

June 12th: 209 Grey

June 13th: 100 Auburn

June 14th: 303 Oxford

June 20th: Bucksport

June 21st: Blue Hill

June 26th: Old Town

Warehouse Workdays:

Every Thursday Until Completion:

June 6th

June 13th



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June - Coastal Workplace Anniversaries

First Name	Last Name	Department	Hired Month	Years Of Service
Devin	Alley	Counter	June	8
Norman	Burby	Manager	June	25
Patrick	Conlon	Counter	June	9
Renee	Cushman	Delivery	June	12
Norman	Dion	Delivery	June	6
Philip	Drouin	Manager	June	13
Steven	Ellis	Sales	June	26
Thomas	Falk	Delivery	June	6
James	Garvey	Counter	June	17
Charles	Harding	Sales	June	43
Nelson	Michaud	Delivery	June	8
James	Miller	Manager	June	24
Michael	Mitchell	Counter	June	6
Debra	Morin	Counter	June	21
Lisa	Denis	Counter	June	29
James	Parkin	Counter	June	7
John	Raymond	Sales	June	7
Heather	Richardson	Delivery	June	6
Jay	Swimm	Counter	June	7
Lawrence	Tilton	Manager	June	27
Richard	Trombley	Inventory	June	18
Michael	Wilbur	Manager	June	14
Clinton	Dodge	Counter	June	5
Thomas	Newell	Counter	June	4
Bradley	Beverage	Delivery	June	4
William	Blood	Delivery	June	4
Corey	Robbins	Delivery	June	4
Michael	Holmes	Counter	June	4
Steven	Seger	Delivery	June	4
Glenn	Strait	Delivery	June	3
Jody	Blanchette	Counter	June	3
Alan	Turner	Delivery	June	3
David	Connors	Delivery	June	3
Eric	Sutton	Delivery	June	5
Wade	Skidgel	Counter	June	2
Ernest	Lussier	Counter	June	2
Burton	Hooper	Delivery	June	2
Kevin	Blood	Counter	June	1
Timothy	Cobbett	Inventory	June	1
Liam	Fox	Stockroom	June	1
Eugene	Drake	Delivery	June	1
Paul	Shaffer	Counter	June	1
Eddie	Gomez	Delivery	June	1



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HAPPY "June" BIRTHDAYS

First Name	Last Name	Location	Birthday Month	Birthday Day
John	Stewart	SW Harbor	June	1
Maxwell	Gray	Machias	June	2
Sarah	Haber	Gray	June	2
Roger	Dill	SW Harbor	June	4
James	Thibodeau	Lincoln	June	6
Daniel	Sanborn	Admin	June	6
Lisa	Denis	Auburn	June	7
Donald	Rideout	Caribou	June	7
Guy	Denis	Auburn	June	8
Randy	Clark	Belfast	June	10
Douglas	Brockett	Lisbon	June	11
Wayne	McAlpine	Ellsworth	June	11
Christopher	Bellefeuille	Auburn	June	12
Alan	LaBrecque	Auburn	June	12
Wayne	Emery	Rockland	June	13
Matthew	Boles	Admin	June	14
Steven	Seger	Gray	June	14
Donald	Briggs	Farmingdale	June	17
Tylor	Summerson	Bangor Warehouse	June	17
Eric	Sutton	Lincoln	June	18
Jessica	McDonald	Admin	June	18
Dennis	Pehrson	Bangor Warehouse	June	20
Jay	Swimm	Houlton	June	21
John	Raymond	Admin	June	22
Edward	Jellison	Ellsworth	June	22
Joseph	Reed	Old Town	June	23
Natasha	Gagnier	Farmingdale	June	24
Santiago	Hebert	Bangor Warehouse	June	25
Gary	Robbins	Topsham	June	25
Gregory	Hammond	Admin	June	26
Judy	Henry	Mexico	June	26
Chad	Tipton	Lewiston	June	27
John	Qualey	Admin	June	28
Timothy	Byrd	Belfast	June	28
Timothy	Tipton	Lewiston	June	29
Paul	Campbell	Rockland	June	29



CAP NEWS – Workshop 2024

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**A fantastic turnout for this years
Product & Sales Workshop!!**

**Many thanks go out to all the presenters, and
everyone involved, especially Chris Boles!**





CAP NEWS - Matt's Message

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Matthew Boles - Product & Sales Workshop - Opening Session

RECAP:

Working To Out Service Everyone:

1. Inventory Availability

- Review of All Key Lines/Matchup with O'Reilly SKU Counts
- Timely Class Rounds Moving out Old and Bringing in New
- Min/Max reviews, Improve Sourcing
- Improve Hub and Spoke Model
- Improve Shuttle Accuracy

2. Inventory Accuracy

- Improve Inventory Procedures- Check-in, Defects, Core Returns, Inventory Status Reports
- Standardize Cycle Counts
- Clean Back Rooms

3. Improve General Customer Service

- Encourage and Expect Basic Customer Service: 3 Rings, Greet Customers, Do not Put on Hold etc.
- Inviting Retail Areas
- Better Stock Orders, Improve Utilization of ProLink.

4. Delivery Service

- 100% Compliance With Delivery Tracker
- Begin Tracking Priority Customers
- Improve Systems to get specials out
- Dedicated Dispatch with Systems to Get Items out of Store Quickly



CAP NEWS - Matt's Message

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Matthew Boles employee training RECAP:

Working To Out Service Everyone:

5. Training

- Emphasis on Product, Process, Safety, and Soft skill Training
- Continue and Improve upon Sharing Knowledge with entire company

6. Fiscally Responsible

- Continue with GP Improvement- Pricing and Purchasing
- Work to Improve laggards with Low Net Profits

We must develop systems to track and plans for individual stores. Seek Improvement without Overwhelming Stores.

Thank you!



CAP NEWS – Autos for Autism

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University of Maine Foundation Autos for Autism



University of Maine Foundation Senior Director Monique Hashey accepts a check for **\$10,500** from Meg Richards, vice president and Joel Knight, president of the Mid-Coast Business Development Group. The check represents the proceeds of the annual Autos for Autism fundraising event co-sponsored by the Mid-Coast Business Development Group and Coastal Auto Parts NAPA stores and will support Maine Access to Inclusive Education Resources (MAIER).



CAP NEWS – Autos for Autism

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The Mid-Coast Business Development Group is an association of independently owned NAPA Auto Care Centers and NAPA Truck Care Centers located between Bangor, Warren and Ellsworth. Members include BJ's Automotive Diagnostic Center (Belfast), K&B Automotive (Ellsworth), Copeland's Garage (Warren), Frost's Garage (Hampden), Reardon's Automotive and Diagnostics (Bangor), Eastern Tire and Auto Service (Rockland, Rockport), Harmon's Tire and Service Center (Ellsworth), Merchant's Automotive (Ellsworth), Coastal Care (Ellsworth), and Coastal Auto Works (Warren).

Ellsworth-based Coastal Auto Parts owns 29 NAPA Auto Part Stores throughout Maine from Caribou to Gray and Machias to Bethel.

This year was the sixth year of the event. In the last three years, the Autos for Autism event has raised over \$27,500 for MAIER, a collaboration between the University of Maine College of Education and Human Development and the Maine Department of Education Office of Special Services dedicated to improving outcomes for individuals with Autism Spectrum Disorder. The Autos for Autism donations primarily support MAIER's family partnership activities.

Thank you, TEAM CAP, Mid-Coast Business Development Group and NAPA Auto & Truck Care Centers for being part of this great fundraising event!



CAP NEWS – Promotions

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I am pleased to announce a couple of personnel changes with the Western Area store group.

Jeremy Smith has accepted the position of store manager in our East Wilton location. Jeremy came to us from Pep Boys in 2016. He worked the counter in our Auburn location before moving to our Lisbon store. From there, Jeremy moved to our Oxford store as an assistant store manager. Jeremy has done an outstanding job in Oxford and has earned this promotion to store manager in our East Wilton location. We are confident Jeremy will do a great job working with the East Wilton team.

Mike Wilbur has accepted the position of outside sales, selling out of our East Wilton, Mexico, and part of our Bethel location. Mike has been with NAPA w/ two previous owners in the East Wilton location prior to the Coastal Auto Parts purchase in 2018. Mike has done an outstanding job as store manager in our East Wilton location. We are confident that Mike and Jeremy will be a great sales team in East Wilton, and that Mike will be a big part of both Mexico and Bethel's sales success.

Please join me in wishing both Jeremy and Mike well in their new assignments.



CAP NEWS - Promotions

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“Tyler Malloy is Topsham’s newest Assistant Manager. He joined the Topsham team after spending 3-4 years as an Assistant Manager in the Freeport NAPA, and then a brief spell at a local car dealership. His knowledge of the NAPA system, and automotive parts is of great value to the Coastal Auto Parts team.

Let’s welcome Tyler to our management team and wish him the best on his upcoming wedding!”





CAP NEWS – Warehouse Work Crews

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**COME JOIN
THE FUN!
EVERY
THURSDAY
AT THE
BANGOR
WH!!**



Thank you, Karrie, Jason, Gary and Bruce, for your help and everyone else that scheduled time to be at the warehouse

GO TEAM CAP!!!



CAP NEWS – Local Events

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Mid-Coast School Of Technology Car Show, 2024



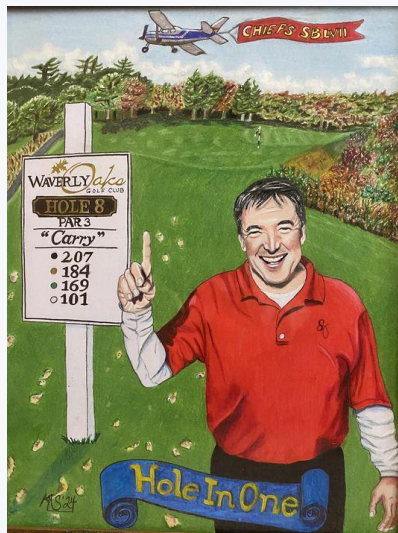
Thank you, James Cheviot, CAP Rockland store manager for all the photo's and representing Coastal Auto Parts at the event.



CAP NEWS – Local Events

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“Friends of Mike Whitlock Charity Golf Tournament.”



Many talented people have donated amazing creations, like this picture entitled “Mike’s Hole in One” for the “Friends of Mike Whitlock” golf tournament.

Coastal and other store ownership groups & colleagues turned out to help support a leader in the automotive aftermarket business, a mentor and good friend. **Get Better Soon Mike!**





CAP NEWS – Local Events

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3rd Annual Chasin' Aces Charity Ride



Saturday July 13, 2024

Anything on wheels welcome!



\$20.00 per entry

Registration 8:00 am – 10:00 am

at the Auburn Masonic Hall 1021 Turner St, Auburn

A portion of the proceeds goes to support New Beginnings

**Breakfast served by Tranquil Lodge from 8:00 am – 9:00 am at the
Auburn Masonic Hall 1021 Turner St. Auburn**

Winning hand announced at 1:00 pm at Coastal Auto Parts, Lewiston

Winner must be present



New Beginnings



CAP NEWS – CAP Achievement

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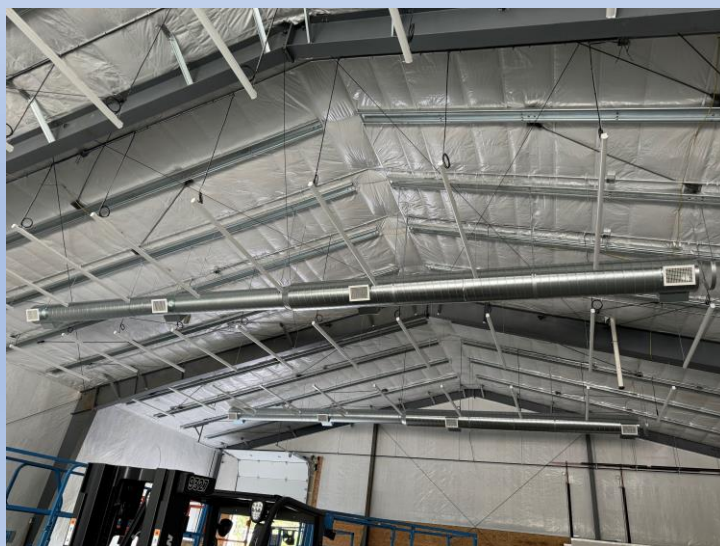
Karrie participated and completed, the “Leadership Hancock County” program this past May. It was a six-week leadership program, representing for Coastal Auto Parts. Karrie’s personal vision is leading others with a purpose and to encourage all to be caring, self sufficient and life learners.

Awesome job Karrie!!



CAP NEWS – NEW BETHEL STORE PROGRESS

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Status as of 05/31/2024

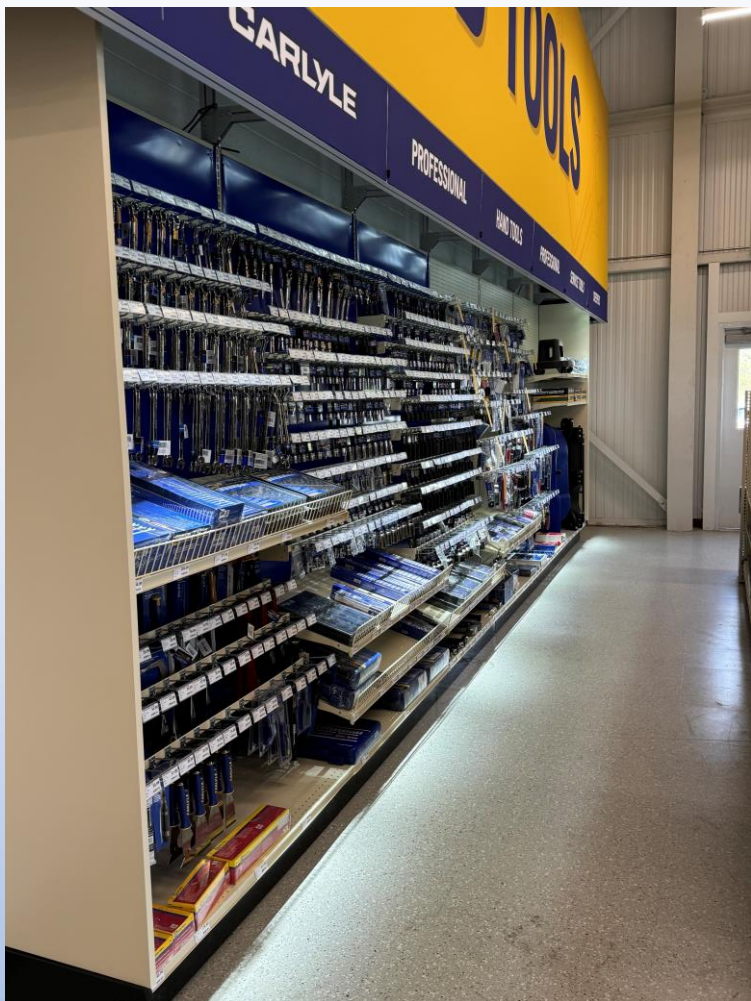


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Bangor WH Retail Store

..... BECOMES REALITY





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Bangor WH Retail Store





CAP NEWS – June Sales Items

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SAVE
UP TO
45%



\$36⁹⁹
/each

Mobil 1[®] Extended Performance Full Synthetic Motor Oil
Aceite de Motor Totalmente Sintético de Sintetizado Protegente Mobil 1[®]
5 qt.
GM 30, VW 30, 5W30

\$7⁴⁹
/each

1 qt.
GM 30, 10W30, VW 30, VW 30

SAVE
UP TO
41%



\$35⁹⁹
/each

Mobil 1[®] High Mileage Advanced Full Synthetic Motor Oil
Aceite de Motor Avanzado de Alto Mileaje Totalmente Sintético Mobil 1[®]
5 qt.
VW 30, 10W30, VW 30, VW 30

\$7²⁹
/each

1 qt.
VW 30, 10W30, 10W40, 5W30, VW 30

SAVE
UP TO
38%



\$34⁹⁹
/each

Mobil 1[®] Advanced Full Synthetic Motor Oil
Aceite de Motor Avanzado Totalmente Sintético Mobil 1[®]
5 qt.
10W30, 5W30, 5W30

\$6⁹⁹
/each

1 qt.
10W30, 15W50, VW 30, 5W30, 5W30



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Milwaukee[®] M18[™] REDLITHIUM[™] XC5.0 Extended Capacity Battery Two Pack
Milwaukee[®] M18[™] XCL5.0 XM[™] XCL5.0 Batería de capacidad ampliada Paquete de dos

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/each



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VALUE**



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Cargador de batería automática Schumacher 12V
AGC 9 C1208



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/each

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Juego de Mecánica GEARWRENCH 110 pc. 1/4", 3/8" SAE/Metric
APX 90881

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- Eliminates nearly 100% of allergens, pollens and fine dust

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IN 30 MINUTES



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ON 150,000 PARTS



CAP NEWS – June HOT BUTTONS

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RETAIL SALES DRIVER HOT BUTTONS June 2024



□ “Just Ask”

- NCB 5440030 Seller’s Toolbox Shop Towels
- \$2.79 per Roll on Sale, regularly \$3.49



□ SALES DRIVER SET-UP CHECKLIST:

- SHELF TALKERS:
 - REMOVE: Yellow (May Retail Sales Driver)
 - ADD: Green (June Retail Sales Driver)
 - KEEP: Blue (Q2 2024 Real Deals)
- KHTA COUNTER MATS OR COUNTER SIGNS IN PLACE and KHTA ITEM DISPLAYED ON COUNTER
- WINDOW CLINGS NEATLY DISPLAYED ON OUTSIDE OF WINDOW (centered, level and no bubbles)
- SALES DRIVER ENDCAPS AND WING PANELS MERCHANDISED & PRICED
- STACKOUTS MERCHANDISED & PRICED
- TWO TIER BASKETS MERCHANDISED AND PRICED



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See you in July - 2024



Thank you for subscribing to our Newsletter!