

CAP NEWSLETTER

Vol. 3 – 01/02/2025

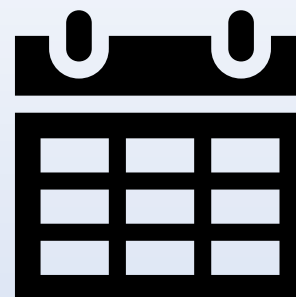




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UPCOMING EVENTS



Dates & Times will be added in the next newsletter.

	Events:	Feb	Managers Sales/Meeting		
Jan	Yearly Employee Meetings		Autotech		
	RSOT Training		RSOT Training		
Mar	Assistant Manager Training	Apr	Virtual Company Teams Meeting		
	Autotech		Autotech		
			Filter Sale	RSOT Training	
May	Bootcamp	Jun	Virtual Company Teams Meeting		
	Tool Events		Tool Events		
			RSOT Training		
Jul	Tool Events	Aug	Virtual Company Teams Meeting		
			Tool Events		
			RSOT Training		
Sept	Managers Meeting	Oct	Sales Meeting		
	Autotech		Autotech		
			Filter Sale		
			RSOT Training		
Nov	Tool Show Bangor Cross Center	Dec	Managers Sales/Meeting		
	Autotech				



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January - Coastal Workplace Anniversaries

First Name	Last Name	Default Department	Hired Month	Date Hired	Date Started	Years Of Service
Matthew	Baker	Manager	January	01/01/1992	11/01/2019	33 years
John	Fortin	Counter	January	01/01/1993	04/01/2019	32 years
Marcia	Jude	Owner	January	01/06/1997	01/06/1997	28 years
Jonathan	Allen	Delivery	January	01/01/2000	12/01/2017	25 years
William	Busse	Manager	January	01/01/2002	11/16/2016	23 years
Cory	Nicholson	Manager	January	01/01/2002	07/01/2021	23 years
Patricia	Boles	Office	January	01/02/2002	01/02/2002	23 years
Joshua	Silevinac	Manager	January	01/02/2002	04/01/2010	23 years
Reginald	Gagnon	Delivery	January	01/20/2003	10/01/2016	22 years
Gregory	Hammond	Sales	January	01/01/2004	12/01/2017	21 years
Curtis	Hartford	Counter	January	01/05/2005	07/01/2021	20 years
Nicholas	Steward	Counter	January	01/01/2007	06/01/2018	18 years
Phillip	Hashey	Sales	January	01/07/2008	01/07/2008	17 years
Matthew	Bumby	Stockroom	January	01/18/2010	01/17/2011	15 years
John	Stewart	Manager	January	01/19/2010	01/19/2010	15 years
Matthew	Boyle	Inventory	January	01/02/2011	01/02/2011	14 years
Robert	Hall	Delivery	January	01/01/2015	01/01/2015	10 years
Karrie	Alley	Office	January	01/02/2017	01/02/2018	8 years
Amy	Drost	Counter	January	01/25/2017	01/25/2017	8 years
Christopher	Sagato	Counter	January	01/02/2018	01/02/2018	7 years
Scott	Pellegrini	Counter	January	01/29/2018	01/29/2018	7 years
Robert	Fletcher	Delivery	January	01/13/2020	01/13/2020	5 years
William	Locke	Delivery	January	01/20/2020	01/20/2020	5 years
Benjamin	Jordan	Counter	January	01/20/2020	01/20/2020	5 years
Jessie	Rose	Delivery	January	01/21/2020	01/21/2020	5 years
Owen	Weeks	Delivery	January	01/04/2021	01/04/2021	4 years
Linwood	Harvey	Delivery	January	01/25/2021	01/25/2021	4 years
Richard	Leighton	Delivery	January	01/03/2022	01/03/2022	3 years
Othniel	Hyliger	Manager	January	01/03/2022	01/03/2022	3 years
Duane	Clark	Counter	January	01/22/2022	01/22/2022	3 years
Robert	Holt	Delivery	January	01/24/2022	01/24/2022	3 years
Michael	Kelley	Shuttle Delivery	January	01/28/2022	01/28/2022	3 years
Jared	Johnston	Delivery	January	01/04/2023	01/10/2023	2 years
Austin	Bedsaul	Delivery	January	01/02/2024	01/02/2024	1 year
Damian	Harris	Inventory	January	01/08/2024	05/13/2024	1 Year
Darren	Ward	Counter	January	01/15/2024	01/15/2024	1 Year
Richard	Willis	Delivery	January	01/22/2024	01/22/2024	1 Year
Coty	Hawes	Counter	January	01/22/2024	01/22/2024	1 Year
Eugene	Towle	Delivery	January	01/22/2024	01/22/2024	1 Year
Pamela	Soule-Jones	Delivery	January	01/23/2024	01/23/2024	1 Year
Zachary	Chrostek	Delivery	January	01/29/2024	01/29/2024	1 Year
Steven	Colotti	Sales	January		01/02/2024	1 Year



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HAPPY "January" BIRTHDAYS

First Name	Last Name	Location	Birthday Month	Birthday Day
Anthony	Crockett	Lincoln	January	1
Blaine	Bragg	Waterville	January	4
Michael	Wilbur	Admin	January	4
Brady	Fletcher	Ellsworth	January	6
Ronald	Cote	Caribou	January	8
Philip	Warman	Rockland	January	8
Brian	Braley	Bucksport	January	8
Shane	Martin	Ellsworth	January	9
Frank	Casey	Bangor Warehouse	January	10
Madison	MacFawn	Lisbon	January	12
Troy	Luz	Bethel	January	12
Bradley	Beverage	Rockland	January	15
Amanda	Young	Belfast	January	15
Troy	Mitchell	Ellsworth	January	15
Ryan	Beal	Milbridge	January	15
Michael	Mitchell	Topsham	January	16
Joshua	Cloutier	Auburn	January	16
Frederick	Slamin	Farmingdale	January	18
Roger	Dunphy	Admin	January	18
Karrie	Alley	Admin	January	18
Carley	Bradstreet	Lisbon	January	19
Joseph	Kresge	Topsham	January	19
Daniel	McKenzie	Gray	January	20
Jimmy	Bouchard	Lisbon	January	21
Ryan	Stevens	Admin	January	22
Nathaniel	Clowes	Ellsworth	January	23
James	Parkin	Milbridge	January	26
Paul	Shaffer	Presque Is	January	27
Michael	Bradstreet	Lisbon	January	28
John	Boone	Machias	January	29
Wade	Skidgel	Machias	January	29
Jacob	Stupakewicz	Bangor Sylvan	January	29
Tyler	Stevens	East Wilton	January	30
Travis	Brann	Ellsworth	January	30
Gregory	Brown	Skowhegan	January	30



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****Exciting News!****

We are delighted to announce that Travis Brann has been promoted to Store Manager at our Coastal Auto Parts NAPA store in Blue Hill, Maine. Travis has been an invaluable member of our team, demonstrating exceptional leadership, dedication, and a commitment to excellence. Travis started with us in April of 2019 in Machias, worked there for a bit before moving to Ellsworth, and has been an assistant for a couple of years.

We would also like to extend our heartfelt gratitude to Paul Brouty, the previous store manager in Blue Hill. Paul started working for Coastal in March of 1999. He worked as a counterman at the Ellsworth store until May of 2005, when he transferred to the Blue Hill store. After many years as a veteran counterman, he was promoted to Store Manager in April of 2017. Paul has been the Blue Hill store manager just under eight years and will now switch to part-time, working 30 hours a week at the counter in Blue Hill. Paul will continue to assist the store and support Travis during this transition. His experience and guidance will be greatly appreciated as we move forward.

Please join us in congratulating Travis on his well-deserved promotion and in thanking Paul for continued years of dedicated service with Coastal Auto Parts.



CAP NEWS – NAPA 100TH ANV

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In 1925, a group of independent auto parts sellers met in Detroit to form the National Automotive Parts Association. Their mission was simple: Improve the distribution of auto parts to serve the people and businesses who increasingly relied on cars and trucks for their transportation needs.

NAPA stores and warehouses, which were owned by a variety of member companies at the time, quickly became the go-to sources for parts. Carlyle Fraser, founder of Genuine Parts Company, served as a key NAPA contributor in its early years.

Across the decades, Genuine Parts began to acquire the other NAPA member companies, and in 2012 became the last remaining member of NAPA, a brand with a reputation for quality parts, rapid availability, and knowledgeable people. Today, the NAPA Network offers 500,000+ unique parts, distributed across 57 distribution centers, 6,000+ NAPA Auto Parts stores and 16,000+ NAPA Auto Care centers throughout the United States.

Today, NAPA Auto Parts stores and Auto Care centers continue to connect professional automotive technicians, at-home mechanics and everyday drivers with quality parts, aftermarket accessories and car care products to keep their vehicles and garage equipment performing safely and efficiently.

100 YEAR ANNIVERSARY STICKER

STICKER PRIORITY PLACEMENT

Included in this month's kit, you will find a 100th anniversary sticker. Please see arrows indicating placement for this inclusion. If a store does not have side windows (as pictured), please utilize our second priority location by placing the sticker beneath the store hours decal.

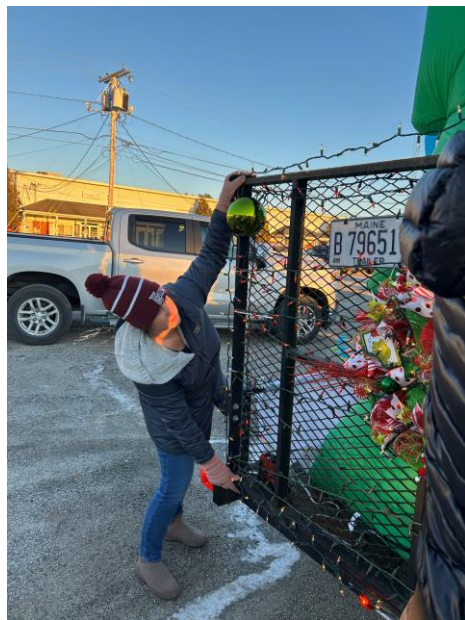


In your Retail Sales Driver Kit, you will receive a window cling that celebrates NAPA's 100 yr Anniversary for 2025. Please hang these on your window beside the door about halfway down.



Ellsworth Christmas Parade

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CAP NEWS - Retail HOT BUTTONS

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RETAIL SALES DRIVER HOT BUTTONS January/February 2025



☐ "Just Ask"

- NPP 75130
- Scott Shop Towels Original Roll
- \$3.99

☐ PROMOTIONAL A/R and REBATE INFORMATION:

NAPA Remanufactured Alternator or Starter

- Purchase a qualifying remanufactured Alternator or Starter
 - Redeem online at NAPAREbates.com

Legend, Legend Premium AGM, or AAA Battery

- Purchase a Legend or Legend Premium Battery and claim a \$20 Prepaid Gift Card
- Purchase a AAA Battery and Claim a \$25 Prepaid Gift Card
 - Redeem online at NAPAREbates.com

Mobil 1

- Purchase 5qts of Mobil 1 and a NAPA Gold Filter and get \$5 off the NAPA Gold Filter
 - Use Code: MOBILFILTER5

☐ SALES DRIVER SET-UP CHECKLIST:

- SHELF TALKERS:
 - REMOVE: Blue (Holiday Retail Sales Driver)
 - ADD: Green (Jan/Feb Retail Sales Driver)
 - REMOVE: Red (Q4 2024 Real Deals)
 - ADD: Yellow (Q1 2025 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





CAP NEWS - Retail Sales

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TOOLS & EQUIPMENT

NAPA® BATTERY CHARGERS/STARTERS

Cargadores/Arrancadores de Batería Napa®

STARTING AT
\$17.99
/each

SAVE
10%



BK HPMC1A	12V 1A Automatic Battery Charger/Maintainer	\$17.99
BK HPMC1SA	8-12V 1.5A Automatic Battery Charger/Maintainer	\$25.19
BK HFDVDCMBA	8V/3A Motorcycle 12V/5A Car Automatic Battery Charger/Maintainer	\$33.29
BK JS800ALI	LIPO 800A Jump Start	\$52.19
BK JS700A	700 Peak Battery Amps Jump Starter with 3.1AB Power and LED Work Light	\$64.79
BK JS1000A	1000 Peak Battery Amps Jump Starter with 3.1AB Power and LED Work Light	\$73.79
BK JS1000ALI	LIPO 1000A Jump Start	\$75.59
BK JS1000AC	Digital Air Compressor with 1600 Peak Amp Jump Starter, 3 USB Ports, LED Rotating Light, Auto-Stop & Sure Fit Compressor Nozzle	\$179.10
BK JS1000ACI	Digital Air Compressor Full Blown Powerstation with 1600 Peak Amp Jump Starter, 500 W Dual AC Outlets, Heavy Duty Powdered Coated Clamps-120 PSI, 2 1A USB Port, 12V DC Power	\$206.10



EVERCRAFT™

Great Savings on Evercraft Clearance

Grandes Ahorros en Liquidaciones Evercraft

While Supplies Last



SAVE
26%

\$9.99
/pair

Evercraft® Utility Gloves Black, Gray, Yellow
Guantes Utilitarios Evercraft® Negro, Gris, Amarillo

BK 7831306 Large
BK 7831307 X-Large



SAVE
20%

\$19.99
/each

Light-N-Carry MANTIS LED COB Work Light
Luz de Trabajo con LED COB MANTIS Light-N-Carry
110 in MAX Output
SOR LNCMINI



FREE SHIPPING ON \$35+ ORDERS
ON 160,000 PARTS



PICK UP IN STORE
IN 30 MINUTES

Shop NAPAonline.com



CAP NEWS – Automotive Tips

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***New Year's resolutions for your car**

Many people choose New Year's Day to be the start of any goals they've always wanted to accomplish. If you're an automotive enthusiast, there's no reason your resolutions can't include aspirations for your car.

Check out these maintenance tasks you can add to your 2025 routine to help your car look and perform its best all year long.

OIL CHECK-UP AND CHANGE

Without the right amount of quality fluids, your vehicle won't get you very far this year. Most vehicles need an oil change every six months or every 8,000 miles. Keep track of when you do this and pay attention to your odometer to make sure you're on the right schedule.

AIR FILTER REFRESH

Breathe in that crisp New Year air with fresh cabin air filters! Make sure you and your passengers only breathe in clean air by replacing your filters at least once per year.

DETAIL IN YOUR DOWN TIME

A tidy car will not only improve aesthetics and resale value, but limits distractions for you when driving. Plus, taking some time to clean the floor mats and underneath them can help protect your floors from eventual rust and corrosion.

STUDY UP

The New Year is a great opportunity to dedicate yourself to learning something. Expand or brush up on your knowledge of your vehicle by taking the time to read your owner's manual. It contains loads of information about the care and products your vehicle needs.

***NAPA Auto Parts Blog / New Year's resolutions for your car**



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See you in February

VALENTINE'S DAY IN 2025

14TH FEBRUARY, 2025

SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	

Thank you for subscribing to our Newsletter!