



TRANSMITTER

October 2009

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GET READY! YOU'RE GOING TO VEGAS!

By Kevin Gordon

It's time for the Cottman convention and although the voting was close, Las Vegas was voted the destination of choice.

Over the past few years there have been many changes in the industry, the economy and yes, with Cottman itself. Sometimes change can be difficult for all of us but through change often comes our best opportunity for success.



As we strive to overcome the difficult economy of 2009, we find ourselves with the significant opportunity to grow our businesses through TAC and some core initiatives to be introduced for 2010. Truly, Cottman is positioned very uniquely to be lean, mean and nimble. And although smaller in number than we once were, that also could be our ace in the hole as we look to take away market share from all of our competitors.

As the saying goes, "we're small but we're mighty" and this is why the theme of this year's convention is "The Cottman Core." Going forward we are the group of Cottman centers and owners, banded together to take our individual centers to the next level of success. Our goal is to make every center live up to its potential and to prove that chain size does not dictate unit vitality.

This year's convention will feature exciting and thought provoking presentations on New POS Software, Marketing, Operations, Advertising, Equipment, TAC and Brand Development. In addition, we will be introducing several revolutionary new programs designed to make every single center more profitable.

This is one convention that you do not want to miss. Trust me. Please be sure to RSVP early. All reservations made by December 31st will qualify that person to receive a special gift at the convention. So RSVP now! The Cottman Registration Form is included with this issue of the Transmitter.

Make your reservations early. Airfare to Las Vegas is very attractive right now and if you register before December 31 you may be eligible for an 'Advertising Rebate.'

2010 CONVENTION

Convention details:

March 19 & 20, 2010

Paris Hotel & Casino

Las Vegas, Nevada

Special Hotel Rate

\$149+tax/night

Yext has Launched

BY KEVIN GORDON

As we had previously published, we have entered into an agreement with **Yext** to replace the struggling Find A Trans program. To date, we have signed up more than 26 Cottman centers under the program.

With **Yext** you pay for actual phone call leads and not just Internet leads. The difference is that you have a live person on the phone instead of needing to chase down leads where someone just types in their contact information.

Overview of the Yext program:

1. Phone leads are billable at \$10 each.
2. You will receive actual live phone calls from consumers, not just a Internet leads like with Find A Trans. Instead you get a customer who is actually calling you.
3. The focus of the media which Yext places delivers a higher end customer than the bargain basement Find A Trans customers.
4. Until we see how the program performs, we will be capping it at \$500 per center, per quarter. This equals 50 leads in a three month period.
5. There should be no lead shortage as we found in later days from Find A Trans. Yext is committed to spending the money necessary to generate the leads volume that we are looking for.
6. You can pay for the program using your advertising fund.

The feedback from those centers currently using the program is that they are satisfied. In the end it depends upon how many of the leads convert to majors. I'm not sure that we know that yet. If we assume the previous model where we were converting 1 out of 7 leads, the cost analysis would look like this (based upon the current \$18 per lead):

7 leads @ \$18 = \$126
1 major @ \$1800
Return on investment = 14 times
(or \$1674)

This scenario obviously assumes a 7:1 conversion rate and that the conversion is a major repair. So, as they say, your mileage may vary.

If you're not already signed up and you would like to participate please contact Sue Burg at Ext. 201 to enroll.

Greg Adams - Vice President of Equipment:

Please help welcome Greg Adams our new Vice President, Equipment Division. Greg is responsible for the purchasing and distribution for all Cottman branded items as well as a full complement of Center shop equipment, fixtures, logoed material and clothing, and center supplies. Greg also participates in coordinating the layout, design and opening of resale centers, including all interior and exterior signage.

Greg has an extensive background in all disciplines of the automotive service, equipment and auto parts aftermarket.

He has many years of experience in the areas of logistics and product management as well as the design, construction, and merchandising of new and remodeled stores. His know-how and background in retail, wholesale and service organizations is well respected in the industry. Over the years Greg has held senior positions with major players in the aftermarket, including CSK, PACCAR Automotive, NAPA / Genuine Parts and Pep Boys.

A "team player," Greg is committed to supporting the needs of our dealer network and Cottman organization with new products and equipment, superior pricing strategies, intelligent selection, and rapid response. Greg's Support Center Extension is 180 and his cell number is 215-385-6863

Thanks for the support.

TOWN TALK

By Joe Josko

This month's edition of "Town Talk" features Lou Guarini of Maple Shade New Jersey. Lou has been a Cottman owner for some time now and is always looking for new ways to promote his center, and more importantly his growing Total Auto Care. Lou has followed in the path of many business owners and companies before him choosing to use the popular medium of automobile racing to get the name of his business out there. What's different about Lou, an old time dirt track racer, is the way he chooses to promote his shop. He toyed with the idea for a while of buying a 410 sprint car and sponsoring a driver, however through his local area connections he came across a most unique way to accomplish the mission.

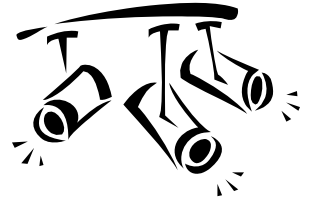


He met Brandon Traino, a well known local dirt, and more recently, asphalt racer. Brandon has multiple wins under his belt as well as a 2006 national championship. When Lou first met him he knew right away this was the type of driver he wanted to represent his business. What makes Brandon different from many of the other South Jersey drivers is his age, he is only thirteen! That's right thirteen! Brandon has been driving since 2002 when he first started his career in Quarter Midgets. He races in multiple classes, Senior Honda, Light 160, and most recently World Formula, an extremely fast and competitive class. Brandon and his fleet of cars travel the local dirt and asphalt circuits racing on a weekly basis. Many weeks right by his side is Lou, helping wherever needed and offering advice from his years of experience on dirt. I had the privilege recently of meeting this young man and was impressed with his poise and confidence. He told me a story about Lou and his help as a sponsor. During a recent racing weekend one of Brandon's primary cars suffered frame damage during a race. They searched high and low for a welder but no one had one at the track. Lou dropped everything and told Brandon he would be right back. When Brandon's father asked where Lou went, Brandon said "To get a welder." His father said, "You mean borrow one?" Brandon responded with, "You know Lou." Sure enough the team had a new welder shortly after.



I think Lou gets as much out of the competition and watching his young driver sweep the local tracks as Brandon and his Dad do from the sponsorship. His cars all have the Cottman logo in plain sight and they are becoming well know both locally and nationally for their competitive spirit. They have many friends on the local circuit and it doesn't hurt Lou's business one bit that all these cars are trailed to the events with tow vehicles of every shape and size. Lou Guarini is a Cottman Man who knows how to get his name out there and have fun doing it. I'm sure next year will bring more trophy's and success for team "Cottman"!

Cottman Center In The Spotlight



*Chandler Beecham
Greenville, South Carolina*

BY CAROL IACULLO-KOHLMEIR

Recent business reports suggest the possibility of a shortened work week as a way to encourage American workers to be more productive with the time they spend on the job. Supporters of this trend point to European workers who typically spend fewer hours per week on the job with more paid vacation than their American counterparts.

There really is nothing new about efforts to work fewer hours. In 1791, for example, carpenters in Philadelphia went on strike demanding a 10 hour work day. The strike was unsuccessful. These days, modern technology, including the laptop and cell phone, gets the blame for driving up the time workers spend on their jobs. Recently, the *New York Times* suggested that this technological trend is creating more stress in the workplace and less worker satisfaction.

According to the National Bureau of Economic Research, the truth is that the average work week for American workers has changed little in the past twenty five years. What has changed, however, is a shift in who works the most. In 1983, the lowest paid workers were more likely to work the most, according to the Bureau, but by 2008 the most highly paid workers were twice as likely to work long hours.

As a breed, it's safe to say that most Cottman dealers and their employees view modern technology as an asset in their workplace and they are not at all discouraged by the amount of time they spend on the job. **Chandler Beacham** of the Greenville Cottman center is an excellent example of an American worker who embraces the new technology and views it as an opportunity to be more productive and, therefore, gain more profit from the time he does spend on the job.

"The key for me is that I actually enjoy what I do operating my Cottman center", says Chandler, who doubles as the shop's builder as well as the boss. Chandler has instilled his personal work ethic within everyone associated with his business, particularly his manager for the past two years, Gary Johnson. "In order to make this job enjoyable," suggests Chandler, "You need to make it enjoyable for the people who seek you out for help. So, we strive to provide the best customer service possible by reaching out to every potential customer through call forwarding and the cell phone, even if we aren't in the shop."

*"...we strive
to provide
the best
customer
service
possible by
reaching out
to every
potential
customer..."*

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Our Refusal To Change Is Costing Us Customers

BY BOB AFFLERBACK

A friend and I were sitting at lunch today talking about the auto industry in general and the transmission industry in particular. We were talking about how much the auto repair industry has changed and how poorly the transmission industry has kept up. We were both amazed that with all the changes in the auto industry, most transmission shops still want to do business like they did 20 years ago. We could not understand why, as the transmission business changes many transmission shops work harder trying to do the same old thing. As an industry we're going no place in a hurry.

When I started working as a mechanic in the late 60's (back then we were mechanics, not technicians) there were 14 repair shops in the town where I lived. That's not counting the 4 dealerships, or the one transmission shop. That's what made me get into the transmission business. None of the 14 repair shops and only 1 of the dealers did transmissions. I realized that if I could do something that no one else was doing I'd never have to worry about a job.

Back then the only transmission shop in town was called ATPRO. We didn't get our first Cottman until about 1978. ATPRO was a gold mine for its owner. You see except for a clutch every now and then, the other 14 shops didn't do transmissions. So if you had a transmission problem you had to get on ATPRO's waiting list. The only real problem that ATPRO's owner had was how to spend all his money. I can remember ATPRO being open Christmas morning trying to get caught up.

This was good for both the transmission shop and the repair shops. The transmission shop was so busy he didn't have time to do general repair and the general repair shops were afraid of transmissions. It was win-win for everybody. Back then the dealers really weren't a player in all this. The dealers felt they were in business to sell cars and their repair shops were just a way to get warranty work done. I remember a Chrysler dealer telling me once that he made his money out front and that if Chrysler would allow it he would close the repair shop.

Let's fast forward to 2009. I still live in the same town. But there are now only 7 auto repair shops and 2 transmission dealers. ATPRO and Cottman are still there but things are really different. The waiting list to get your transmission repaired at ATPRO is gone. As a matter of fact if you call him now he will probably tell you to come right in. He now closes between Christmas and New Year because it's so slow that time of the year he can take some time off.

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Cottman Spotlight

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Zachary Gottesman of Cincinnati, Ohio is one of Chandler's recent customers who can attest to the work ethic he observed at the shop. *"I was traveling with my family and a brand new golden retriever puppy we had just picked up near Columbia, SC. The transmission in our 2000 Chevy Suburban went out between Greenville and Columbia, eight hours from home and stranded. I tried another vendor with poor results and I was pessimistic when I called your franchisee. Rather than some automated teller, my call was answered by the owner on a Saturday when the shop is normally closed. Not only did he come in on a day off, but after diagnosing a serious problem, he found us a rental car and took us to the airport so we could get the rental car."*

"When you enjoy helping people in your business," says Chandler, "Every day is a potential work day as far as I'm concerned. You know, you really do need to be proactive these days if you want to succeed at any business venture, particularly one like mine."

Mr. Gottesman agrees wholeheartedly. *"I want to relay my thanks and highest compliments regarding the Greenville franchisee,"* he writes, *"It was an experience that is too rare these days. If you have an award for Customer Service excellence, Chandler Beacham deserves it!"*

One way we do have for recognizing the responsiveness and professionalism of Cottman dealers such as **Chandler Beacham**, we will do right now by designating his Greenville Cottman Center as this Month's **"Center in the Spotlight."**

Thanks and Congratulation, Chandler.

Doing
Total
Auto Care
will increase
your profits
and it
will do
something
more
important.
It will
increase
your car
count. The
more cars
you see the
more
money you
make.

Our Refusal To Change Is Costing Us Customers

Continued from Page 5

The Chrysler dealer that wanted to close his shop because he was making his money selling cars is gone and there is an RV center in his place. The local Dodge Dealer has expanded to Hyundai and Mitsubishi and is really pushing his auto repair and transmission business, and 6 of the 7 repair shops have Jasper signs to tell their customers that they will install a new transmission and give them a 100,000 mile warranty.

And what is the transmission industry doing? The same old thing. They're sitting around waiting for the transmission customer to come to them. What they don't realize is that the transmission customer is going to their general mechanic and he is doing the transmission work. No he's not rebuilding the customer's transmission he's installing a Jasper rebuilt unit.

So why doesn't that customer come to us anymore? Because the customer will go where they feel comfortable before they will try someone they don't know. If their general repair mechanic is doing a good job repairing their car they will talk to him first?

This is the best reason for you to start doing Total Auto Care. Get customers accustom to coming to your center. Become their mechanic, and when they have a transmission problem you are the person they will come and see. It's a winner for both you and your customer.

Remember, Einstein once said that insanity was doing the same thing over and over and expecting a different result. Isn't it time we started doing something different to make our business profitable again?



Gold Club—September 2009

PA, PAOLI Phil Montagno

Silver Club—September 2009

CO, DENVER BROADWAY Jim Dietvorst
 FL, FERN PARK Phil Esposito
 LA, GRETNA Daniel J. West
 MD, WALDORF Ken Barker

Bronze Club—September 2009

MI, FLINT (SAGINAW) Rob Kress
 NC, WILMINGTON Ronald E. Thayer Jr.
 VA, NORFOLK Bob Cowie
 VA, VA BEACH (INDIAN) C.E. & Jane Forehand, III

**Top 40 Outside Sales
September 2009**

PA, PAOLI Phil Montagno
 NC, MOORESVILLE Donna Da Silva
 GA, MARTINEZ Todd Strader
 NC, RALEIGH Richard White
 PA, FEASTERVILLE John Hilgar
 NC, GREENSBORO Fred Bowen
 SC, COLUMBIA BUSH Jim Maiden
 NC, WILMINGTON Ronald E. Thayer Jr.
 KY, LOUISVILLE Jeff Ballard
 GA, ATLANTA (BUFORD) Yoni Pineda/Claudio Cueva
 WA, VANCOUVER Larry Postlewait
 TX, AUSTIN YAGER Tony Desoto
 LA, GRETNA Daniel J. West
 NJ, WOODBURY Ozzie Bombaro
 FL, BRANDON Julian Baston
 TX, SAN ANTONIO Carl Cox
 NC, DURHAM (ROXBORO) Richard White
 LA, N.O. (EARHART) Randy Cato & Rusty Cato
 AZ, PHOENIX Bard Estabrook
 VA, RICHMOND Barbara Guardino
 PA, LANSDALE Ozzie Bombaro
 SC, MAULDIN Jim Harrington
 TX, AUSTIN CONGRESS James Nickelatti
 WV, CHARLESTON Gerald L. Gilkerson
 CO, DENVER BROADWAY Jim Dietvorst
 TX, ROUND ROCK James Nickelatti
 TX, WOODLANDS Joe Giovanniello
 LA, METAIRIE, VETS Vince Buck
 TX, CEDAR PARK James Nickelatti
 NC, CHARLOTTE Paula G. Davis
 KY, LEXINGTON Rusty Bray
 FL, FERN PARK Phil Esposito
 NC, CORNELIUS Donna DaSilva
 VA, WOODBRIDGE Jeff Myers
 NC, CARY Daniel Simon
 TX, CORPUS CHRISTI Jim Robinson
 WI, KENOSHA Scott Aicher
 NC, GARNER Ralph Smith
 FL, OLDSMAR TAMPA RD Rick Hoover
 SC, SPARTANBURG Mike Minnix

**Top 40 TAC Sales
September 2009**

1 FL, OLDSMAR TAMPA RD Rick Hoover
 2 LA, GRETNA Daniel J. West
 3 FL, ST PETERSBURG Mark LaVigne
 4 NC, GARNER Ralph Smith
 5 SC, MAULDIN Jim Harrington
 6 FL, FERN PARK Phil Esposito
 7 NC, BURLINGTON Terry & Andrea Glass
 8 VA, CHANTILLY Charn Sethi
 9 WI, KENOSHA Scott Aicher
 10 NC, MOORESVILLE Donna Da Silva
 11 TX, SAN ANTONIO PATRICIA Carl Cox
 12 TX, AUSTIN CONGRESS James Nickelatti
 13 KY, LOUISVILLE Jeff Ballard
 14 MD, WALDORF Ken Barker
 15 TX, CORPUS CHRISTI Jim Robinson
 16 KS, SHAWNEE Ken Beermann
 17 TX, ROUND ROCK James Nickelatti
 18 AZ, PHOENIX CAVE CREEK Bard Estabrook
 19 MD, BELTSVILLE Ken Barker
 20 KS, OLATHE Chris Foote
 21 VA, WOODBRIDGE Jeff Myers
 22 KS, TOPEKA 6TH ST Kevin Ottlinger
 23 KY, LEXINGTON Rusty Bray
 24 GA, ATLANTA (BUFORD) Yoni Pineda/Claudio Cueva
 25 FL, BRANDON Julian Baston
 26 NC, WILMINGTON Ronald E. Thayer Jr.
 27 NC, CHARLOTTE (SUGAR) Paula G. Davis
 28 LA, METAIRIE, VETS Vince Buck
 29 FL, TAMPA (DEL MABRY) George Fischer
 30 WI, RACINE Tim Ratliff
 31 SC, COLUMBIA BUSH RIVER Jim Maiden
 32 WA, VANCOUVER Larry Postlewait
 33 VA, NORFOLK Bob Cowie
 34 VA, RICHMOND Barbara Guardino
 35 CA, PLACERVILLE Mike Dobrev
 36 NC, CONCORD Brian Robbins
 37 OK, MIDWEST CITY David Sewell
 38 LA, LA PLACE Randy Cato & Rusty Cato
 39 KS, WICHITA Darrell W. Larson
 40 MO, GLADSTONE Steve Juett

Gross Sales Alphabetical—August 2009

22	AZ, PHOENIX	Bard Estabrook	32	NJ, TOMS RIVER	Marc Cantillo
34	CA, PLACERVILLE	Mike Dobrev	56	NJ, TRENTON (OLDEN)	Beth Burns
5	CO, DENVER	Jim Dietvorst	53	NJ, WILLINGBORO	John Hilgar & Mike Mann
104	CO, WHEAT RIDGE	Jim Dievorst	62	NJ, WOODBURY	Ozzie Bombaro
82	CT, PORTLAND	Andrew Sandler	108	NS, DARTMOUTH	Fred Mackay
98	DC, WASHINGTON	Frank Danna	75	NS, HALIFAX	Joe McKay
36	DE, NEW CASTLE	Gregory L. Dittbrenner	105	NV, LAS VEGAS (JONES)	Albert Lake
20	FL, BRANDON	Julian Baston	41	NY, ALBANY	Richard Pooters
3	FL, FERN PARK	Phil Esposito	107	NY, E SYRACUSE	Dick Brandt
54	FL, JAX (ATLANTIC)	Ron Vinduska	17	OH, CINCINNATI	Nicholas Carpinello
72	FL, JAX (BLANDING)	William Wade	29	OH, COLUMBUS (BROAD)	Gary Williams
13	FL, OLDSMAR TAMPA RD	Rick Hoover	76	OK, MIDWEST CITY	David Sewell
88	FL, ST PETERSBURG	Mark LaVigne	81	OK, OKLAHOMA CITY	David Sewell
63	FL, TAMPA (DEL MABRY)	George Fischer	95	OK, OKLAHOMA CITY R	David Sewell
66	GA, ATLANTA (BUFORD)	Yoni Pineda/Claudio Cueva	77	OK, OKLAHOMA CITY W	David Sewell
101	GA, DULUTH	Linda Aquibar Helm	74	OK, YUKON	David Sewell
64	GA, MARIETTA (Cobb)	Kent Nicholson	48	OR, BEAVERTON	Mitch Vicino
83	GA, MARTINEZ	Todd Strader	24	PA, EMMAUS	Jeffrey Umstead
26	IA, DES MOINES	Dan Harrington	46	PA, ERIE	Wagdy Fahmey
16	IL, LONG GROVE	James "Lenny" Vance	38	PA, FEASTERVILLE	John Hilgar
23	KS, OLATHE	Chris Foote	93	PA, GREENSBURG	Mike Gano
37	KS, SHAWNEE	Ken Beermann	57	PA, KINGSTON	William O'Hara
86	KS, TOPEKA 6TH ST	Kevin Ottlinger	35	PA, LANCASTER	John Tippet
102	KS, WICHITA	Darrell W. Larson	19	PA, LANSDALE	Ozzie Bombaro
33	KY, LEXINGTON	Rusty Bray	1	PA, PAOLI	Phil Montagno
10	KY, LOUISVILLE	Jeff Ballard	67	PA, PHILA (13TH)	Chuck Dilworth
90	LA, BOUTTE	Jack Lyons	110	PA, PHILA (ROOSEVELT)	Jim Melnick
2	LA, GRETNIA	Daniel J. West	80	PA, PITTS (BABCOCK)	James Corwin
79	LA, HAMMOND	James Mike Price	42	PA, STROUDSBURG	Joe Forgione/Chris Forgione
59	LA, LA PLACE	Randy Cato & Rusty Cato	50	PA, WEST MIFFLIN	Jay Kapcin
21	LA, METAIRIE, VETS	Vince Buck	12	SC, COLUMBIA BUSH	Jim Maiden
92	LA, N.O. (CHEF)	Loretta Mooney	51	SC, GREENVILLE	Chandler Beacham
18	LA, N.O. (EARHART)	Randy Cato & Rusty Cato	31	SC, MAULDIN	Jim Harrington
25	MD, BELTSVILLE	Ken Barker	58	SC, SPARTANBURG	Mike Minnix
4	MD, WALDORF	Ken Barker	89	TX, AUSTIN 35 NORTH	Tony Desanto
9	MI, FLINT (SAGINAW)	Rob Kress	47	TX, AUSTIN CONGRESS	James Nickelatti
85	MI, GRAND RAPIDS	Don Lenartz	65	TX, AUSTIN YAGER	Tony Desoto
43	MO, GLADSTONE	Steve Juett	30	TX, CEDAR PARK	James Nickelatti
71	MO, INDEPENDENCE	Brad Bergeson	40	TX, CORPUS CHRISTI	Jim Robinson
61	MO, KANSAS CITY	Kevin Kuse	60	TX, ROUND ROCK	James Nickelatti
103	MO, ST. CHARLES	Ted Boyle	28	TX, SAN ANTONIO PATRICIA	Carl Cox
73	MO, ST. PETERS	Ted Boyer	69	TX, WOODLANDS	Joe Giovanniello
96	NC, BURLINGTON	Terry & Andrea Glass	99	VA, ALEXANDRIA	Jeff Myers
49	NC, CARY	Daniel Simon	68	VA, CHANTILLY	Cham Sethi
70	NC, CHARLOTTE (SUGAR)	Paula G. Davis	109	VA, MANASSAS	Cham Sethi
106	NC, CONCORD	Brian Robbins	7	VA, NORFOLK	Bob Cowie
97	NC, CORNELIUS	Donna DaSilva	27	VA, RICHMOND	Barbara Guardino
94	NC, DURHAM (ROXBORO)	Richard White	84	VA, RICHMOND BROAD	David Khaef
44	NC, GARNER	Ralph Smith	87	VA, VA BEACH (HOLLAND)	Frank Bair
11	NC, GREENSBORO	Fred Bowen	6	VA, VA BEACH (INDIAN)	C.E. & Jane Forehand, III
52	NC, MOORESVILLE	Donna Da Silva	39	VA, WOODBRIDGE	Jeff Myers
15	NC, RALEIGH	Richard White	14	WA, VANCOUVER	Larry Postlewait
8	NC, WILMINGTON	Ronald E. Thayer Jr.	45	WI, KENOSHA	Scott Aicher
91	NJ, FORDS	Georgette Abdelshahid	100	WI, RACINE	Tim Ratliff
78	NJ, MAPLE SHADE	Lou Guarini	55	WV, CHARLESTON	Gerald L. Gilkerson

Gross Sales—August 2009

JOE JOSKO

Sep	Aug	CENTER	OWNER/OPERATOR
1	1	PA, PAOLI	Phil Montagno
2	2	MD, WALDORF	Ken Barker
3	6	CO, DENVER	Jim Dietvorst
4	4	VA, VA BEACH	C.E. & Jane Forehand, III
5	5	VA, NORFOLK	Bob Cowie
6	7	MI, FLINT	Rob Kress
7	16	IL, LONG GROVE	James "Lenny" Vance
8	12	OH, CINCINNATI	Nicholas Carpinello
9	8	PA, LANSDALE	Ozzie Bombaro
10	3	PA, EMMAUS	Jeffrey Umstead
11	23	MD, BELTSVILLE	Ken Barker
12	11	IA, DES MOINES	Dan Harrington
13	19	OH, COLUMBUS	Gary Williams
14	13	NJ, TOMS RIVER	Marc Cantillo
15	28	PA, LANCASTER	John Tippett
16	10	DE, NEW CASTLE	Gregory L. Dittbrenner
17	18	PA, FEASTERVILLE	John Hilgar
18	20	NY, ALBANY	Richard Pooters
19	14	PA, STROUDSBURG	Joseph & Christopher Forgione
20	31	PA, ERIE	Wagdy Fahmey
21	21	PA, WEST MIFFLIN	Jay Kapcin
22	17	NJ, WILLINGBORO	John Hilgar & Mike Mann
23	24	NJ, TRENTON	Beth Burns
24	8	PA, KINGSTON	William O'Hara
25	15	NJ, WOODBURY	Ozzie Bombaro
26	26	PA, PHILA (13TH)	Chuck Dilworth
27	29	MO, ST. PETERS	Ted Boyer
28	30	NS, HALIFAX	Joe McKay
29	25	NJ, MAPLE SHADE	Lou Guarini
30	33	PA, PITTSBURGH	James Corwin
31	39	CT, PORTLAND	Andrew Sandler
32	34	MI, GRAND RAPIDS	Don Lenartz
33	22	VA, VA BEACH	Frank Bair
34	37	NJ, FORDS	Georgette Abdelshahid
35	32	PA, GREENSBURG	Mike Gano
36	38	MO, ST. CHARLES	Ted Boyle
37	39	CO, WHEAT RIDGE	Jim Dievorst
38	27	NY, E SYRACUSE	Dick Brandt
39	35	NS, DARTMOUTH	Fred Mackay
40	36	PA, PHILA-Roosevelt	Anthony Parker/Godfrey Wilson

ROB HETTENBACH

1	2	FL, FERN PARK	Phil Esposito
2	4	FL, OLDSMAR	Rick Hoover
3	1	WA, VANCOUVER	Larry Postlewait
4	8	FL, BRANDON	Julian Baston
5	7	AZ, PHOENIX	Bard Estabrook
6	3	KS, OLATHE	Chris Foote
7	23	CA, PLACERVILLE	Mike Dobrev
8	6	KS, SHAWNEE	Ken Beermann
9	11	MO, GLADSTONE	Steve Juett
10	5	WI, KENOSHA	Scott Aicher
11	10	OR, BEAVERTON	Mitch Vicino
12	19	FL, JAX (ATLANTIC)	Ron Vinduska
13	14	MO, KANSAS CITY	Kevin Kuse
14	15	FL, TAMPA	George Fischer
15	9	MO, INDEPENDENCE	Brad Bergeson
16	13	FL, JACKSONVILLE	William Wade
17	20	OK, YUKON	David Sewell

18	21	OK, MIDWEST CITY	David Sewell
19	18	OK, OKLAHOMA CITY	David Sewell
20	17	OK, OKLAHOMA CITY	David Sewell
21	12	KS, TOPEKA 6TH ST	Kevin Ottlinger
22	22	FL, ST PETERSBURG	Mark LaVigne
23	16	OK, OKLAHOMA CITY	David Sewell
24	24	WI, RACINE	Tim Ratliff
25	25	KS, WICHITA	Darrell W. Larson

RICHARD TAYLOR

1	2	LA, GRETNA	Daniel J. West
2	6	NC, WILMINGTON	Ronald E. Thayer Jr.
3	1	KY, LOUISVILLE	Jeff Ballard
4	11	NC, GREENSBORO	Fred Bowen
5	3	SC, COLUMBIA	Jim Maiden
6	9	NC, RALEIGH	Richard White
7	7	LA, N.O. (EARHART)	Randy Cato & Rusty Cato
8	24	LA, METAIRIE, VETS	Vince Buck
9	12	VA, RICHMOND	Barbara Guardino
10	8	TX, SAN ANTONIO	Carl Cox
11	4	TX, CEDAR PARK	James Nickelatti
12	20	SC, MAULDIN	Jim Harrington
13	14	KY, LEXINGTON	Rusty Bray
14	22	VA, WOODBRIDGE	Jeff Myers
15	28	TX, CORPUS CHRISTI	Jim Robinson
16	18	NC, GARNER	Ralph Smith
17	5	TX, AUSTIN Congress	James Nickelatti
18	29	NC, CARY	Daniel Simon
19	30	SC, GREENVILLE	Chandler Beacham
20	10	NC, MOORESVILLE	Donna Da Silva
21	32	WV, CHARLESTON	Gerald L. Gilkerson
22	19	SC, SPARTANBURG	Mike Minnix
23	23	LA, LA PLACE	Randy Cato & Rusty Cato
24	13	TX, ROUND ROCK	James Nickelatti
25	25	GA, MARIETTA	Kent Nicholson
26	17	TX, AUSTIN YAGER	Tony Desoto
27	15	GA, ATLANTA	Yoni Pineda/Claudio Cueva
28	38	VA, CHANTILLY	Cham Sethi
29	21	TX, WOODLANDS	Joe Giovanniello
30	16	NC, CHARLOTTE	Paula G. Davis
31	43	LA, HAMMOND	James Mike Price
32	36	GA, MARTINEZ	Todd Strader
33	27	VA, RICHMOND	David Khaef
34	33	TX, AUSTIN 35 NORTH	Tony Desanto
35	31	LA, BOUTTE	Jack Lyons
36	45	LA, N.O. (CHEF)	Loretta Mooney
37	42	NC, DURHAM	Richard White
38	35	NC, BURLINGTON	Terry & Andrea Glass
39	26	NC, CORNELIUS	Donna DaSilva
40	44	DC, WASHINGTON	Frank Danna
41	37	VA, ALEXANDRIA	Jeff Myers
42	41	GA, DULUTH	Linda Aquibar Helm
43	34	NV, LAS VEGAS (JONES)	Albert Lake
44	39	NC, CONCORD	Brian Robbins
45	40	VA, MANASSAS	Cham Sethi

**Cottman's Exciting New
Five Star Program
is Coming!**



Five star dealer

Stay tuned for details:

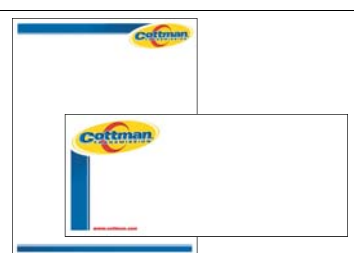
- **Five Star Program**
- **"Customer First" Initiative**
- **Updated Look, Feel and Brand Message**



Printed Material Order Form

Description	UOM	Qty	Price
Laser Repair Order*	500		\$113.00
Computer Repair Order [Impact] *	500		\$135.00
Repair Orders [handwritten]	1000		\$438.00
Repair Orders Florida [handwritten]	1000		\$508.75
Business Cards - Style A B C P	1000		\$36.75
Letterhead	1000		\$70.00
Envelopes [#10]	1000		\$82.50
Floor Mats	250		\$17.50
Paper Key Tags	1000		\$39.98
Outside Sales Coupons SPECIAL SPECIAL	100 pads		\$53.20

NAME	TITLE
ADDRESS	CITY/STATE/ZIP
TELEPHONE	FAX
EMAIL ADDRESS	
OUTSIDE SALES COUPONS AMOUNT OF DISCOUNT	\$



• FAX ORDERS TO 309.420.6349

• FOR INFORMATION CALL CONNIE 215.643.5885 , EXT 181



NACCO

ELECTS NEW OFFICERS

By Allen Sinclair

NACCO recently elected a new board of executives to lead the organization. The following are the newly elected officers and the positions they hold.

Phil Esposito	President
Jim Dietvorst	Vice President
Bill Wade	Secretary and treasurer

Outgoing President Dan West will become the Executive Director for the South and says that a list of the other directors is forthcoming. In addition Dan says he will continue to work with enthusiasm to move the Cottman and NACCO names forward.

The new president Phil Esposito said he is excited to have the opportunity to work with the home office and is committed to working closely with the franchisees who desire his help and assistance.

We would like to extend a warm welcome and congratulate these individuals on their new positions with NAACO and look forward to continued good work between the NACCO group and the home office.

A social way of building your business via a social networking contest for car enthusiasts

By Kevin Gordon

The idea behind social networking on the Internet is to get people who are passionate and share common interests to help virally spread your name. In addition to gaining name recognition, we are trying to re-direct people back to the Cottman website.

With this goal in mind we are launching the Cottman Hot Car Contest continues on Flickr.com. The contest allows people to post pictures of their customized cars on the flickr website. The cars will be judged and a winner will be selected. The goal here is to build a community comprised of car people who are passionate about their vehicle customizations to help spread the Cottman name.

The contest runs through November 23rd with the final judging taking place in December.

You can read more about the Cottman Hot Car Contest here: http://www.cottman.com/hottest_car_contest.cfm



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