



The Bus Stop

About our newsletter's new name ...

Thanks again for reading our first issue of our newsletter this summer!

You might have noticed we changed the name of our newsletter to *Mohawk Quarterly* for this issue. We've done this because we will be faxing, mailing and e-mailing more frequent notices of sales, new parts and other special offers to you. We've named that the *Mohawk Messenger* as it will keep you updated on our growing product line and alert you to any special deals.

You shouldn't notice anything different in *Mohawk Quarterly*. We'll continue to release a new issue every quarter, and we aim to be a useful resource for you.

Starr retires after 50 years in bus industry

Jimmy Starr invested 50 years of his life into the bus industry.

After retiring in May, Starr is finally getting around to things he has put on hold for years. Starr, of Ellijay, Ga., had been Mohawk's Southeast Regional Representative since 1984. After 17 years of crisscrossing the South for Mohawk — and building some close associations in the industry — Starr cannot just put his feet up. He has some work to do.

"I'm spending time getting things done that I've wanted to get done," said Starr from his home.

Starr's association with Mohawk goes back 20 years before becoming a Mohawk representative.

"Back in the 1960s, (former Mohawk rep) Parker Fry would call on me when I worked for Trailways in Miami," Starr said. "At 1:05 every Friday, (former



Jimmy Starr (center) is enjoying his retirement after 50 years in the bus industry, including 17 as Mohawk's Southeast Regional Representative. Mary Beth La Coste (left) is Mohawk's new Southeast Representative. She and Mohawk VP of Sales and Marketing Jay Carter recently visited Jimmy at his home in Ellijay, Ga.

Mary Beth La Coste newest member of sales team

When Mohawk Southeast Regional Representative Mary Beth La Coste works with a customer from a public transit agency, she understands the challenges he or she faces every day.

La Coste, who started with Mohawk in June, spent the previous seven years as Director of Customer Service and Mar-

keting at Escambia County Area Transit. At Escambia County, La Coste had to deal with many of the same challenges and issues mechanics and purchasing agents also deal with.

"I understand what it means to be on the other side of the desk," La

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Who are the best mechanics out there? Tell us

Is your mechanic or maintenance person someone special?

Let us know. *Mohawk Quarterly* wants to recognize the bus industry's best mechanics by honoring one in each issue.

The idea was suggested by Troy Voigt of Voigt's Bus Service in St. Cloud, Minn.

"(Mechanics) are a special breed," Voigt wrote. "(They have) to be able to work under the most demanding temperatures, with the widest variety of problems that cannot often be solved even with the best truck mechanic. All this while 47 customers look down their noses wondering why they are not moving.

"They get the call at 2 and 3 a.m., while most truck mechanics sleep or simply say, 'Pull over, we will get to it in the morning.'

"Not so for bus mechanics. The customers bus mechanics deal with are the ones that carry cell phones and voice their opinion. The bus mechanic is one that is worth his (or her) weight in gold."

Does your mechanic fill that criteria? Nominate one from your company, one from

another agency or company, or an independent mechanic.

We're looking to recognize the best mechanics for their hard work, their resourcefulness, their knowledge, and their ability to serve their customers well.

Each issue's featured mechanic will receive a "Mohawk Excellence Award." We will send the mechanic a certificate and a customized fleece pullover.

Send an e-mail to tbrown@mohawkmfg.com with the words "bus mechanic nomination" in the subject line. You can also fax a nomination to T.J. Brown at (847) 647-1499.

Tell us who the mechanic is and why he or she has earned your trust and your praise. Be as specific as possible. Tell some stories about how this mechanic is special. Be sure to include recent stories.

If we choose your mechanic, we will contact you, request a photo of him or her, interview the mechanic and send the mechanic his certificate and pullover.

Starr: 50-year veteran of industry looks back fondly

Mohawk VP) Tom Brown would call me and I'd give him an order. We built a heck of a rapport."

As Starr moved from Tallahassee to Miami to Atlanta to Wichita, Kan., he continued to turn to Mohawk. And at times, Mohawk turned to him.

"One day Tom Brown called me to get an Eagle parts number on wheel studs," Starr said. "I started to rattle them off. I was joking when I told him that he should give me a job."

When Tom Brown called Starr back 30 minutes later, he wasn't joking. Mohawk needed a Southeastern Regional

Representative and wanted to interview Starr.

When Starr came to Niles for the interview, he knew he wanted to work for Mohawk. And he served the company well in his 17 years.

"I wouldn't take anything for the time I spent at Mohawk," Starr said. "The traveling was hectic at times, but after two or three visits, I'd develop a rapport with a customer. That's the part I'll miss."

Starr never worked in sales before working for Mohawk. He was always a parts man in his days with Trailways.

"I always looked at myself as a representative, not a salesman," Starr said.

It turned out he sold bus parts very well. But he was an even better representative of the company. One of Starr's final trips was a trip to the Pennsylvania Transit Association with Lee Amand this Spring.

Starr went to a train museum in Stroudsburg, the Hershey plant and museum in Hershey and then visited New York.

"I wanted to see the Northeast and New York City," Starr said. "It was great Mohawk let me do it."

Mohawk reorganizes sales territories

Changes to improve customer support

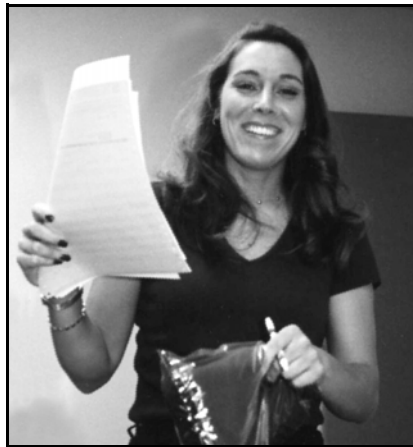
Just like a state re-maps its legislative districts, Mohawk has re-drawn new boundaries for its seven regional representatives.

Jimmy Starr's retirement (see page 1) and the resignation of Plains States Representative Ted Ivey provided Mohawk an opportunity to adjust each representative's boundaries.

Mohawk did this to give customers the Mohawk representative who is best-equipped to serve their needs, and to give representatives a territory that makes sense in light of changing transportation issues.

Out east, Eastern Canada Representative Bob Pinet will take on much of western New York. Pinet lives in the Toronto area and is a short drive away from cities such as Rochester and Buffalo. His Canadian territory remains unchanged.

East Regional Representative Lee Amand's territory now extends south into Virginia. Mo-



Sarah Brown (above) is Mohawk's Northern Plains Representative. She has been with Mohawk since 1999.

hawk made this move because new Southeast Regional Representative Mary Beth La Coste's territory will encompass all of Tennessee, Arkansas and Louisiana.

In the Midwest, Tom Gramly's territory will extend west eastern Kansas and south into Kentucky. His territory still includes the same regions he has served in the past (western Pennsylvania, Indiana, Illinois, Michigan, Wisconsin and the St. Louis area).

With Ivey departing, Sarah Brown has become a Regional Representative, taking on the Northern Plains States (Minnesota, Iowa, North Dakota, South Dakota and Nebraska). Her territory is smaller than the other representatives' territories, but she works out of Mohawk's Niles headquarters, and performs various duties such as executing Mohawk's marketing program, answering customer-service calls and quoting customers. She also is Mohawk's secretary and treasurer. She has been with Mohawk since 1999.

Sarah Brown is no stranger to her territory. She was a five-year resident of Minneapolis after she graduated from St. Olaf College in Northfield, Minn., in 1994.

Southwestern Regional Representative Jim Jimieson now serves southwestern Kansas and Oklahoma in addition to the area he has already served (Southern California, Southern Nevada, Arizona, Utah, Colorado, New Mexico and Texas).

Northwestern U.S. and Western Canada Representative Randy Lackman's territory remains unchanged.

La Coste: New Mohawk rep knows public transit's challenges

Coste said. "People at public transit operations have certain hoops to jump through when they do anything."

La Coste has hit the ground running since starting with Mohawk. One advantage she has is that she knows a number of contacts in the South.

"Everybody knows everybody, and they know I still understand what they have to do," La Coste said.

While La Coste has many fond memories at ECAT, she is happy to be with Mohawk.

"I can't say enough about the company," she said. "Everyone at the home office and the other representatives have been supportive and helpful."

La Coste wasted no time getting on the road and visiting as many accounts as she could right off the bat.

"My favorite part is going and

seeing each property's facility," La Coste said. "It's interesting to see how each company and agency does things differently."

La Coste is a native of Pace, Fla., a town near Pensacola where she and her husband live.

"I was born on a farm, and we still operate it," she said.

In her free time, La Coste likes to play golf.

Mohawk has solutions to Old Man Winter's problems

Winter is right around the corner, and with that comes a new set of needs for most North American bus fleets.

Mohawk can help.

In the North, snow and salt cause all kinds of corrosion. Protecting expensive lamp assemblies from corrosion can be a problem.

Mohawk developed the Weatherboot in response. The Weatherboot fits over the standard bulb socket, sealing it from water and other road chemicals that would otherwise penetrate the assembly's housing and cause corrosion.



The left side of this windshield has been treated with Aquapel and is much clearer than the right side.

The Weatherboot is featured on stepwell lamp part numbers 911828, 916301,

917297, 919824, 3210484, G1203412 and G1074235.

Mohawk can help

solve other problems fleets face. One obvious solution that drivers love is PPG's Aquapel. Apply Aquapel to a clean windshield, and it will repel rain and snow, reduce glare and ease the removal of snow and ice from windshields. One case of 24 applicators costs \$110 (\$154 Canadian). Buy 150 cases or more for \$99 per case (\$138.60 Canadian).

Mohawk can also get you ready for winter with wiper blades, brake products, heating products, and (for our southern customers) air conditioning parts.



Mohawk Quarterly

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Inside:

- Jimmy Starr retires after 50 years in the industry.
- Mohawk welcomes Mary Beth La Coste.
- Sales territories change with departure of Starr, Ted Ivey
- Winterize your fleet

CUSTOMER'S NAME
CUSTOMER'S TITLE
COMPANY
ADDRESS 1
ADDRESS 2
CITY, STATE ZIP CODE