



Reynolds' Garage & Marine, Inc.
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REYNOLDS' IN REVIEW

Published by: Reynolds' Garage & Marine

VOLUME 13

WINTER 2007

ISSUE 4



PRESIDENT'S PERSPECTIVE

Reynolds' Garage and Marine Inc. was awarded 1st place in the UCONN family Business Awards on Thursday November 16th, 2006, in the small business category. Reynolds' Garage and Marine Inc. tied for 1st place with another very old, very impressive establishment, Harvey and Lewis Opticians in Hartford CT. The award honors family businesses that "embody core family values, and the best of American free enterprise." I had the pleasure of attending the awards evening with my wife, Marilyn, Hayden and his girlfriend Emily Greene, Kathryn and her husband Mark and long term employee, Marty Radomski and his wife Molly. Not only was it encouraging to be recognized for our hard work, and our commitment to our community, but also extremely enjoyable to hear other successful business stories of the other Connecticut family business finalists. In a world so quickly becoming dominated by the impersonal mega stores, it gave us hope that we can sustain and hopefully be around for future generations. My congratulations to all the other winners: including Hubbard-Hall of Waterbury (1st place Medium Business Category), and Laticrete International of Bethany (1st place Large Business Category). Most importantly thanks to all of my employees for your dedication and commitment to our shared success!



Sincerely,
Gary H. Reynolds

NEW ADDITION TO THE SUBARU SALES TEAM



In an effort to better serve our customers, we have increased our Subaru Sales Team. Elaine Hayes has joined the Subaru Sales Team! Elaine has resided on the Connecticut Shoreline for most of her life, and enjoys cooking, playing softball, volleyball and other outdoor activities. She resides at home with her two adopted Jack Russell Terriers, Calamity Jane and Mr. Rudi! With no other experience in automobile sales, Elaine applied for the position at Reynolds' after hearing about our excellent customer service and customer retention. Elaine has always liked Subaru's and keeps learning more and the more she learns, the more she enjoys them. Please welcome Elaine to Reynolds'!

BROADENING REYNOLDS' REACH

December brings to everyone's attention the many needs in our world. We all get numerous heart wrenching requests for support. I decided to lend my heart to two causes, one local, The Gemma Moran Food Pantry and the other Doctors Without Borders, an international organization with a new program providing help to malnourished children. Doctors Without Borders provides a supplement that can be administered by mothers to their children without the need of the often contaminated local water. I made a cash donation based on the cars I sold for the month. The Food Bank received about 30 pounds of staple items collected through December. They were very appreciative.

Reynolds employees donated many items over Thanksgiving and Christmas to help a local family have a more joyful holiday. This has been so rewarding that I decided to continue my giving each month and have made a donation for January to St. Jude's Hospital to help in their great work on behalf of children. February I will support the Heart Fund. March is a good month to contribute Food supplies to the Food Bank. We will place a container in our Service Waiting Room for cans of tuna, always welcome there. If you'd like to join us, drop off some tuna. We'll see how much we can catch. No hook, no bait necessary!
- Mary Alapa

Subaru Service Coupon

Come in now for a
four wheel alignment
regularly \$99.95
now on special for \$84.95
AND
we will give your car a
free Spring Safety
Inspection too!

*not to be combined with any other offer
and valid through April 30, 2007*





EMPLOYEE OF THE YEAR: LAURA LITEVICH

Reynolds' Garage and Marine Inc. is pleased to announce the recipient of the 2006 Employee of the Year Award, Laura Litevich. Laura is the always helpful, always smiling, very attentive receptionist who greets you in our Subaru showroom. She is coming up on her second year anniversary of employment with Reynolds'. She is pictured above with Kathryn Wayland receiving her award at the annual holiday party. Congratulations again Laura and thanks for your dedication!

CUSTOMER FEEDBACK

Car dealers' service departments routinely are the subject of horror stories about unnecessary and/or poorly performed repairs. I'm more than happy to state that Reynolds Subaru does not fall into that category. In all the years that my family--and those who we referred--have dealt with your service dept., we have always been treated with respect. If items or repairs we thought might be necessary were not, we never experienced the automatic inclusion of those services. If something did need to be done, staff was always ready with an understandable explanation. Same with those services that didn't need to be performed.

My latest experience was yet one more pleasant surprise. I scheduled a good going-over of my son's '92 Legacy Wagon, trying to determine if it would be worth the expense of repairing what ails it. Keith was able to set a time much sooner than I expected, as there was no great rush with my son away at college. Much to my surprise (though it shouldn't have been a surprise with Reynolds), far less was deemed needed than we feared. Work was scheduled and performed as told and I stopped in to pay the bill this morning. Marty went over the bill thoroughly with me--one that didn't include nearly as much work as we originally thought. I had been told that the car's service records would be checked and work adjusted accordingly, which lead to even less needing to be done than mentioned as possible.

The question that begs to be asked is this: How often would a dealers' service dept.--essentially one with carte blanche--determine that a customer's car needed **less** work and therefore be **less** expensive ??? NOT VERY OFTEN...unless one is dealing with Reynolds Subaru. This effort has enabled my son to have use of a car during the few, short periods of leave from the US Naval Academy....and is very much appreciated. I would NEVER trust another dealer to deal that honestly with me--but I always have with your service dept. If they tell me something's necessary, or suggested, or not necessary, I have faith that I'm being told the truth....and it's **always** done in a friendly manner. All other dealers could learn a lesson from yours.

Sincerely (and gratefully),
Steve Bristol (Happy owner of 3 Subarus)



The staff at Reynolds' Garage and Marine Inc. would like to thank Brent Walker (pictured above with his NEW Impreza Sedan) and all the ladies and gentleman in the armed forces for their continued service for our country. Congratulations Brent and enjoy your new ride!

"TEAM SKEETER"

Reynolds' Garage & Marine has maintained a Skeeter Pro Staff since 1996, "Team Skeeter". Through out the years some of the members of our team have changed, but the purpose has remained the same. We assembled the team to help our dealership become more successful in a highly competitive and specific market. We have chosen the members of our team based on their knowledge of the boating and fishing industries. Most importantly they were chosen for their love of fishing and being on the water. The responsibility of our team is to represent and promote our dealership and the products we sell.

Team members educate potential customers about our products and dealership by working boat shows, open houses and fishing tournaments. The tournaments they fish vary from local to national events. When participating in these events they are an extension of our dealership. Team members are always willing to answer any questions that people may have about fishing equipment or techniques. Since they fish locally, regionally, and nationally this provides many opportunities to approach them for an all important demo ride.

Many of our team members own professional guide fishing businesses, by hiring one of these guides you can experience the thrill of a Skeeter boat. Captain Eric Matland and Captain Blaine Anderson can provide you with chance to land a striper of a life time on Long Island Sound or catch a monster pike on the CT River. Captain Matland and Captain Anderson both run Skeeter Bay boats powered by Yamaha H.P.D.I. outboards. If you're into freshwater bassin' you're in luck. Mike Kane and Chris Bielert of Tournament Force Tackle Systems have got you covered. They both run 20' tournament rigged Skeeters powered by Yamaha H.P.D.I. outboards. If you have ever wondered what a 4 lbs. smallmouth feels like leaping three feet into the air or a 5 lbs largemouth feels like buried up in the weeds Mike and Chris can satisfy your curiosity.

We are confident that our Team Skeeter members will represent Reynolds' Garage and Marine, Inc. in a professional manner and guide you in the purchase of the right Skeeter for you and your family.

Support the CT River Museum by attending their first annual winter bash: **WALK THE PLANK: A PRIVATEER'S BASH** on Saturday March 31st from 6-8pm. tickets are \$50 per person and all proceeds go to building a new and exciting exhibit for the museum. To purchase tickets go online to www.ctrivermuseum.org

KATHRYN'S KOLUMN

Pictured below is a small Hellebore (*Hellebore foetidus*), just waiting to bloom, covered in one of our light dustings of snow and just a joy to me when it appears in my winter garden. In December I had a gorgeous white flowering *Hellebore orientalis*, but neglected to photograph it for you all. I highly recommend adding any of the Hellebore species to your shaded perennial borders as they add exceptional winter interest and also very beautiful evergreen foliage for the summer months (just note in a few species the foliage can die back, so look at the species you are purchasing). They prefer a shaded moist spot with good drainage. They also make an excellent cut flower too. In my garden the *Hellebore foetidus* self sows freely and is exciting to see where it pops up (note it is easily removed if it wanders into an undesirable spot).

Secondly, I have a fun project for you and your family to do together for Easter or anytime this spring. Encourage your child to learn about nature and how things grow this time of year by planting seeds indoors. Kids love hands on activities and watching the plants emerge from the ground. By starting grass seed indoors about a week to a week and half before Easter, in a container of your choice lined with plastic wrap and filled with a light indoor potting soil, your child can have their own real grass Easter Basket! Let your children get their hands dirty, feel the grass seeds, question their small size and guess how many seeds it takes to fill their Easter basket. Keep the seeds in a warm sunny window and in only a week the grass will emerge. It is fun to put small eggs in the grass and then use it for your centerpiece! Think Spring!

Kathryn Wayland

