



## CELEBRATING HEROES

### Displaying a Love of Country and Honoring Veterans

This is the third year Randy Foster, Sacramento's Store Manager of the Year, is using the sale of the June Know How to Ask item to support the Intrepid Fallen Heroes Fund, celebrate veterans, and proudly display NAPA's patriotism.

Foster explained, "American flags were a KHTA item and we sell them for \$2, with \$1 donated to the IFHF. Since July 4 is just around the corner it's a good way to get flags into people's hands. During June, our store team asks every customer if they would like

to donate to the Intrepid Fallen Heroes Fund and get a flag."

#### Patriotism Flies High at NAPA

"A couple of years ago, a customer bought a flag because he knew \$1 would be donated to a good cause, but he said he really wasn't interested in keeping the flag for himself," Foster continued. "I asked if he knew someone in the military he would like to honor. He

told me the gentleman's name and I wrote it along with his rank on the stem of the flag, took it outside, and 'planted' it in the ground near the front of the store.

"I'm a 20-year Army veteran and I bought a dozen flags myself, wrote the names of family members and friends who have served, and I placed those alongside the customer's flag. The more flags we sold and put out, the more customers began asking about them. Sales grew and grew."

By the end of the sale, row



upon row of small American flags were on display in front of the NAPA store on Power Inn Road in Sacramento—340 in all. Foster kept them up through July 4 and was then faced with the question of what to do with them all. He approached the director of the local Fair Oaks Cemetery District in Sacramento and asked if the cemetery had a use for them. Foster received an enthusiastic “yes.” About 1,800 veterans are buried there.

### Flags Fly Again at Memorial Day Celebration

“I contacted my fellow store managers, told them I was donating flags to Fair Oaks Cemetery, and told them to send any unsold flags to me,” Foster said. “That first year, we donated about 900 flags. Fair Oaks Cemetery stored them until the following May for use in their

annual Memorial Day and Avenue of the Flags Ceremony. During the event, NAPA Sacramento was recognized and I received a very nice certificate for our donation. I was happy to see the names of the military heroes written on the flags were still visible.”

The following year, the American flag event Foster had initiated was even more successful. With those sold at Foster’s NAPA store plus flags from other area NAPA locations, his donation

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reached 1,500 flags for the Fair Oaks Cemetery District's Memorial Day Celebration 2019.

"Before NAPA had the flags, I always bought about 20 flags for my own use. Then on Memorial Day I would put them on graves that needed one. Now, because American flags are the June Know How to Ask item I'm able to make an even bigger impact," he said.

John Uhl, Sacramento General Manager, said, "Randy is a valuable asset to NAPA and a respected team leader. He served in the US Army for 20 years

and his love of country is apparent. Three years ago Randy took this Know How to Ask promotion to the next level and made it a huge success. But even more importantly, Randy found a way to make it even more meaningful because in addition to supporting the IFHF, it's one more way to honor our military heroes."

This will be the third year Foster will display the flags in front of his store through Independence Day. He's counting on donating even more flags to the Fair Oaks Cemetery Division that will be stored and used in the Memorial Day Celebration 2020.

