

Superior News & Views

April 2011

A quarterly update on what's new in the mobility industry.



Mark Wellman's No Limits Tour

Mark Wellman, 44, has been a mountaineer since the age of 12. Wellman has ascended over 50 Sierra Nevada peaks, in addition to the French Alps. A freak accident on his descent of the Seven Gables in the John Muir Wilderness left him paralyzed from the waist down in 1982. Mark has continued his love for climbing with the help of his climbing partner, Mike Corbett. They made history with their ascent of the 3,000-foot face of El Capitan in Yosemite National Park, and after that, Wellman and Corbett set out to conquer the top of the 2,200 foot vertical Tis-Sa-Ack route on Half Dome – and they did it!! A former member of the United States Disabled Ski Team, competing in two Paralympics, Mark is also known for his extreme down hill skiing and white water kayaking adventures. In the spring of 1993, Mark skied 50 miles, to be the first paraplegic to sit-ski across the Sierra Nevada Mountain Range with only the use of his arms.

The book *Climbing Back*, is Mark's autobiography. It is a story of his strug-



gle to survive a disabling accident, to become a park ranger and an accomplished wheel-chair athlete, and ultimately to climb the sheer granite faces of El Capitan and Half Dome. He has designed 'adaptive' equipment and has developed programs to inspire and motivate others.

Mark's passion for the outdoors has

led him to document several videos on outdoor adventure, featuring physically disabled individuals enjoying outdoor sports and using their individual means of adaptation. The videos No Barriers, Beyond the Barriers and Wheels of Fire are filled with adventure, drama and inspiration. They include climbing, skiing, kayaking, sailing, surfing, diving and hang-gliding, and more.

Superior Van & Mobility will be sponsoring a FIVE City NO Limits Tour featuring Mark Wellman. From college campuses to corporate boardrooms, he has become a nationally known influence for the disabled and able-bodied alike. With his dynamic and bold determination, Mark continues to encourage his audiences to fulfill their dreams by reaching for higher goals to success. Come join us for a discussion and complimentary Rock Wall Climbing Demonstration that will motivate and inspire you to fulfill your dreams!

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A Message from Sam

New Employee Spotlight

***Power Soccer Continues
to Grow in Indiana***

INSIDE



A Message From Sam

Spring is finally in the air. I don't know about you but this seemed like the longest coldest winter I can remember.

There are many exciting things going on at Superior! We are very pleased to bring Mark Wellman to 5 of our 7 markets. I encourage you to take time to hear Mark speak. I know you will be truly inspired by this amazing person. We will continue to do these types of events in our communities. It is very important to me for Superior to be a great Mobility Dealer as well as a great Corporate Citizen. In addition to our financial commitment to various events and sponsorships, Superior Van personnel volunteer regularly with countless groups and organizations throughout the year.

Sam Cook, President

The 2011 Dodge/Chrysler and the 2011 Honda from Braun and VMI will be available in the next few weeks; both vehicles had major changes. Whenever model changes are made, the vehicles must be re-engineered and crash tested by VMI and Braun. In anticipation of this, both companies bought extra 2010 models. This is great news for you with savings up to \$7500 on the 2010's. It has never been a better time to buy. If you are looking for a little different look, stop by and check on the 2011's.

We are constantly updating our website and Facebook page with new information and look forward to your feedback about your experience with Superior Van & Mobility. **As always, feel free to contact me directly at: scook@superiorvan.com or (800) 458-8267, ext 101.**

Mark Wellman's No Limits Tour Dates and Cities

- Tues., May 3rd** **Evansville, Indiana**
HealthSouth Deaconess Rehabilitation Hospital
3:30 - Picnic & Rock Climbing Demonstration
4100 Covert Avenue
- Wed., May 4th** **Louisville, KY**
Frazier Rehabilitation Institute
12pm – 2pm Presentation & Rock Climbing Demo
220 Abraham Flexner Way
- Thurs., May 5th** **Lexington, KY**
Cardinal Hill Rehabilitation Hospital
12:00 – 1pm Presentation, Center of Learning
1:00 – 3:30pm Rock Climbing Demo, Therapy
Garden Parking Lot
2050 Versailles Road
- Fri., May 6th** **Indianapolis, IN**
Rehabilitation Hospital of Indianapolis (RHI)
12pm – 2pm Presentation and Rock Climbing Demo
4141 Shore Drive
- Sat., May 7th** **Fort Wayne, IN**
DisAbilities Expo
10am – 4pm Allen County War Memorial Coliseum
4000 Parnell Avenue

**Coming
to a City
Near You!**



For more information about any of the tour dates and cities, please call **1-800-458-8267** and ask for Tammy. You can also visit our website, **www.SuperiorVan.com** and check out our News and Events section.



"Welcome!"

NEW EMPLOYEE SPOTLIGHT!



Jeff Garbison recently joined our Knoxville Team. Jeff has spent the last 15 years working in the mobility industry and is excited to join a respected industry leader. Jeff likes to spend his free time on the golf course. **Welcome Jeff!**



Bette Johns recently joined our Lexington Team as the Office Manager. Bette has two sons, one of them a Marine that is going back to Afghanistan this month. She enjoys spending time with her boys, walking her dogs, the NFL, and reading. **Welcome Bette!**



Michael Hodgson joined the South Bend Team in February of 2011. He was born and raised in the South Bend/Mishawaka area. He graduated from Mishawaka High School and joined the army at age 19 where he was a mechanic. He spent a year deployed in Iraq for Operation Iraqi Freedom. He is currently engaged and getting married in August of 2012. His hobbies include motorcycles, cars or anything with an engine. **Welcome Michael!**



Mark Roach recently joined the Knoxville Team. Mark is a native of the Knoxville area and has two daughters and one son. He has been in the mobility industry for 2 ½ years and in sales for 33 years. He is an avid sports fan, especially a Vols fan. Mark is also an animal lover, he has two dogs and three cats. A car accident ten years ago resulted in a spinal cord injury giving Mark a unique prospective for our client's needs. **Welcome Mark!**

"Superior Cup" up for grabs on May 14th!



Superior Van & Mobility is increasing its support of Power Soccer of Indy! With four of our seven Superior stores located in Indiana, we are privileged to have Power Soccer team members as clients at each location. To show our support and appreciation to these athletes, we have created the first "Superior Cup". The Superior Cup is an inner league competition between all Member Teams of Power Soccer of Indy. This tournament comes during the Grand Finale of Power Soccer of Indy for a final day of competition and fun.

The Superior Cup will take place on May 14th 2011 at Eagle Church in Whitestown, IN.

We'll kick-off the event at 9:00 AM with set up at 8:00 AM, so come out and join us for a fun filled day of exciting action. Stay tuned to our website and Facebook page for more information about this event.

Power Soccer of Indy is proud of their DVD showcasing their sport, athletes, coaches, volunteers and sponsors! Thank you to the Christopher and Dana Reeves "Quality of Life" grant that enabled them to produce this DVD! Go to www.powersoccerofindy.com, and click on the Marketing DVD link on the homepage to see for yourself the power, the excitement and the energy of power soccer!



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 Louisville, KY 40216
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SERVICE PROMOTION!

The \$20 discount toward the Superior Service has proven so popular that we have decided to run the special through 8/1/11. **We can't express strongly enough how important Preventative Maintenance is on your Mobility Van.** Keeping your ramp and door lubricated and your door track cleaned are just some of the very important services included in our Superior Service package. Please call your local dealer for an appointment.

Regular Price: \$139.95 / Special Offer \$119.95

Complete Service includes:

- Paint the ramp assembly
- Check the operation of the door, ramp and kneel system. Lubricate as required.
- Perform adjustments on the door and kneel chain assembly
- Perform undercarriage inspection of fuel and brake lines, and fuel tank
- Clean out door track and tie down tracks
- Check fluid levels, battery connections, fuses and tire pressure
- Perform or schedule service for any needed warranty service required

Superior Van & Mobility Locations:

LOUISVILLE

4734 Rockford Plaza
 (502) 447-8267 or (800) 458-8267

FORT WAYNE

2218 Contractor's Drive
 (260) 497-8267 or (877) 497-8267

LEXINGTON

1180 E. New Circle Rd.
 (859) 253-1832 or (888) 742-8267

SOUTH BEND

3725 W. Cleveland Rd., Suite 400
 (574) 271-1175 or (866) 340-8267

INDIANAPOLIS

5410 S. Madison Ave.
 (317) 781-6900 or (800) 508-8267

EVANSVILLE

3414 Interstate Drive
 (812) 402-8267 or (866) 490-8267

KNOXVILLE

10640 Braden Dickey Lane
 (865) 622-6550 or (888) 340-8267



If you would prefer to receive your future newsletters via e-mail, please forward your e-mail address to: rlloyd@superiorvan.com.