



# 2012 REVIEW



For All Cox Employees and Families

Cox Enterprises, Inc. | Cox Communications, Inc. | Manheim | Cox Media Group | AutoTrader Group

## InSide Cox—Winter 2013

### Editor

Jay Croft

### Contributors

Loraine Fick  
Madkin Kelly  
Carole Siracusa

### Photographers

Jenni Girtman            Eric Myer  
Joey Ivansco             Brian C. Robbins  
Karen Knauer

### Design and Production

Cristin Bowman    [laughingfig.com](http://laughingfig.com)

### Contact *InSide Cox*

Cox Enterprises, Inc.  
Corporate Communications  
P.O. Box 105357  
Atlanta, GA 30348  
Email: [insidecox@cox.com](mailto:insidecox@cox.com)  
Web: [insite.coxenterprises.com](http://insite.coxenterprises.com)  
Phone: 678-645-4744

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You make it work every day.



# 2012 REVIEW

Photo: Jenni Girtman



24 **After the Storm**  
Cox locations and employees rallied to help in the wake of Superstorm Sandy.



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Photo: Steven Greaves/GettyImages

## On the Cover

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## Letter from the Editor

### What Matters Most

It was a pleasure putting together this 2012 Review issue of *InSide Cox*, and we hope you enjoy reading it, as well.

Starting on the facing page, with a letter from Jimmy Hayes, our president and chief executive officer, you can find highlights of the year for our businesses—plus letters and photos from some of you about your 2012 highlights. For starters, Cox Communications, Inc., turned 50, Cox Conserves turned five, and employees rallied around each other and their communities in the wake of Hurricane Sandy. Also, as always, the back of the magazine is full of everyday efforts you make in your cities and towns across the country in the section we call Our Values in Action.

It's the strength and vibrancy of the Cox Values that we noticed most as we compiled the articles and photographs here. Let us know what you think, and send us an email at [insidecox@cox.com](mailto:insidecox@cox.com) to share how your location lives the Cox Values. Some things change, but these touchstones of our company do not.



## Cox Values



Photo: Jenni Girtman

1. Our employees are our most important resource.
2. We are committed to having a diverse workforce.
3. Our customers are our lifeblood.
4. We embrace new technology.
5. We invest in new business opportunities.
6. We believe it's good business to be good citizens of the communities we serve through volunteerism and financial support.
7. We're committed to helping shape a better world through responsible company and individual actions.

### To Our Readers

Send a letter to the editor about this issue of *InSide Cox*. Letters should include your name, address, day and evening telephone numbers, email address and division.

### Write

Readers' Letters  
Cox Enterprises, Inc.  
Corporate Communications  
P.O. Box 105357  
Atlanta, GA 30348

### Email

[insidecox@cox.com](mailto:insidecox@cox.com)

### Phone

678-645-4744

## Fueling the Future

One of my favorite things is sharing good news with employees, especially when it's the result of the great work all of you do on behalf of Cox. And that's the case here. Cox had another terrific year in 2012, and our success has set the company up for continued solid performance in 2013 and beyond.

Financial results will be finalized in the coming weeks, and we will share the 2012 numbers with you online and in the spring issue of *InSide Cox*. But I can tell you now that we all have much to be proud of, with record strong revenue and cash-flow returns that fueled significant investments back into our businesses. In this issue, you can read highlights from each of our divisions and from many of you, as well. Here are just a few I'd like to mention.

**Cox Communications, Inc.** (CCI), reached an impressive milestone in 2012 with its 50th anniversary. What a wonderful accomplishment for everyone at CCI and all Cox businesses. And CCI is preparing for the future with increased capital commitments for network transformation and aggressive new product initiatives.

**Manheim** continues to be the leader in the automotive auction world and to strengthen its impressive digital strategy. Did you know that in 2012, one in four of its sales was digital—or that more than 5 million cars were offered for sale digitally via Simulcast and OVE.com? Manheim's future is certainly a bright one.

**Cox Media Group** really made the most of the election year, bringing in millions of dollars from political advertisers in broadcast and print, especially notable with our powerful presence in swing states Ohio and Florida.

**AutoTrader Group** (ATG) was formed from the combination of AutoTrader.com and several very exciting acquisitions, creating a strong company with extensive media and software solutions. And while AutoTrader.com and Kelley Blue Book continue to achieve



Jimmy Hayes, President and CEO

record-breaking site traffic and still have tremendous growth ahead, the creation of ATG combines powerful brands and software solutions across a wide array of products and services.

And at Cox Enterprises, we marked the fifth anniversary of Cox Conserves. This important initiative has accomplished so much already and has plans for the future that are even bigger. Thousands of you learned vital information about your health and finances through the Know Your Numbers campaign. And when hurricanes Isaac and Sandy struck, you were there—for each other, for the company and for your customers and communities.

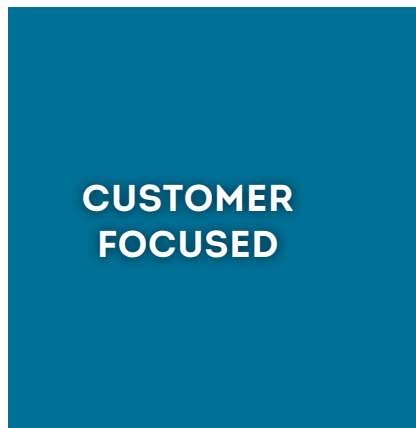
In summary, thanks to tremendous work from all of you, Cox enjoyed an incredible year. Across all of Cox, we used our strong cash flow to make great acquisitions to fuel our core businesses. It's important to note that by focusing on cash flow in recent years, we have significantly reduced our debt, invested aggressively back into our businesses and built up cash reserves for the future. We have the solid financial capacity to invest in our businesses, buy new ones when the time is right and aggressively target our competitors by doing what we do best.

This is a very exciting time to be a part of Cox. We face a robust future at the start of 2013, full of incredible opportunities. Thanks for all you do every day. Here's to a terrific new year.

Jimmy



# COX ENTERPRISES 2012



SMART INVESTMENT

BRIGHT FUTURE

LEADING PROVIDER

EMPLOYEES

MOBILITY

COX MEDIA GROUP

VALUES

DIVERSITY

# REVIEW

TRUSTED BRANDS

CONNECTIONS

AUTO TRADER GROUP



# COX IN 2012

## There Where it Matters Most

The idea of location has always been important to businesses. And last year, Cox was perfectly positioned to make the most of opportunities wherever, whenever and however it made the best sense.

Among the most notable, even historic, was the billion-dollar presidential campaign of 2012. With broadcasters, newspapers, digital and cable systems in key positions – including the pivotal states of Ohio and Florida – Cox was there with smart business plans that kept a dual focus on the bottom line and our commitment to public service. And all our businesses made good last year on our pledge to be where our customers, communities and employees need us, with the information, services, products and commitment that enhance their lives.

Even the definition of “location” has grown to mean more than just the address of a business. Look at how Cox Communications, Inc., helped customers monitor their home security systems while miles away. And how Manheim kept selling more vehicles than ever via remote tools. How Cox Media Group’s digital strategy helped share news and advertising with greater audiences faster than ever. How car shoppers found record numbers of great deals in minutes on AutoTrader.com. And how millions of Americans used e-coupons for all kinds of goods and services through Valpak and Savings.com.

Thanks to great leadership and the efforts of thousands of employees every day, Cox was there where it mattered most in 2012. And we will be this year, as well.







Cox Communications, Inc.

**COX.COM**

## Celebrating 50 Years – and More to Come

Last year marked a major birthday for Cox Communications, Inc. (CCI): the big 5-0.

CCI started in 1962 with 11,800 Pennsylvania subscribers. Today it's one of the country's leading providers of cable TV, Internet and telephone services – and more – with 6 million customers and some \$10 billion in annual revenue.

But CCI is not a company to rest on its laurels. The anniversary provided an occasion to look forward and to identify new ways to deliver excellent customer service, stay competitive and serve its communities. Watch for innovations and enhancements straight ahead.



"We celebrated our 50th anniversary and took the opportunity to recognize the hard work, dedication and commitment of the employees who made this great accomplishment possible. At the same time, we turned our sights forward and are focused on continuing our work to position Cox for the next 50 years. The transformation of our business is allowing us to meet new challenges and to take advantage of new opportunities, all with an eye to connecting our customers to the things they care about most."

**PAT ESSER, CCI PRESIDENT**

The third-largest cable TV provider and one of the largest broadband communications companies in the United States





98%  
NEXT-DAY  
DELIVERY

50 YEARS  
AND FORWARD

## Evolving the Business

Recent restructuring and process improvements are making CCI a more agile, competitive company. A great example: consolidating 23 warehouses into four primary distribution centers (PDCs) to fulfill customer orders more quickly. CCI leadership chose hub locations based on reaching the most customers with the shortest delivery time, a key to great service. The new structure enables next-day delivery to an impressive 98 percent of customers.

CCI continues to cultivate the customer experience. Equipment reliability is up, improving satisfaction. Under the new PDC model, equipment can be cleaned, screened and repaired on site. Instead of waiting four to six weeks for equipment repair, customers get results in less than 12 days.

**24/7**  
**SECURE**  
**MONITORING**

## Expanding with Home Security, Wireless Partnership

Customers rely on CCI's High Speed Internet service, cable TV and phone. Now they can count on Cox Home Security to help them manage and monitor their homes inside and out. CCI piloted the new 24/7 secure monitoring system in Arizona last year and plans to launch it in additional markets soon.

Cox Home Security provides an array of time-saving, cost-saving and worry-saving features:

- Intrusion and home safety monitoring (includes fire, gas and flood)
- Remote access and video monitoring via a secure online site or smartphone app
- Email/text alerts to notify customers of occurrences at the home
- Safety sensors to detect hazardous conditions such as carbon monoxide and smoke
- Control of home functions such as lighting and temperature

CCI also stays competitive and customer focused through strategic partnerships. With Verizon Wireless, CCI gives consumers greater value and a new option for outstanding video, phone, Internet and wireless services. Qualified customers can purchase packages of Cox video, Internet and voice services and Verizon Wireless smartphones and tablets from either company.



Photo: Karen Knauer





MANHEIM.COM

### Manheim: A Spirit of Digital Innovation

Manheim launched its mobile platform in 2010, and today one in three customers accesses our marketplace on a mobile device. Five million vehicles have been offered for sale digitally, and 25 percent of all 2012 transactions were made by a digital buyer.

In 2012, Manheim's Simulcast celebrated a decade of business success. Simulcast allows customers to participate in auctions online. Buyers gain entrance into the auction-house lanes and sellers represent their vehicles remotely. Some 4 million cars have been sold through Simulcast, generating \$60 billion in transactions for Manheim.

The newest advancement in the Simulcast product line launched in 2012: Simulcast Everywhere. Unlike any other product, it features a live competitive bidding environment that brings the auction-house excitement of sale day to the online experience. Now the vehicles, customers and auctioneer can be located anywhere in the world.



“Everyone at Manheim should feel great about the progress we made in 2012. It was a year of continuing to build upon our history of innovation, a year of truly focusing on our customers and employees, investing in our business and giving back to our communities. In 2013, we’re excited about accelerating our strategies that include delivering laser-focused solutions to our customers and continuing to set the pace for the industry.”

**SANDY SCHWARTZ, MANHEIM PRESIDENT**



Car dealers visit Manheim's booth at the National Automobile Dealers Association convention to check out Simulcast Everywhere.



4

MILLION  
SIMULCAST  
CARS SOLD

The world's leading provider of vehicle remarketing services for millions of vehicles each year



**10**  
MILLION  
GALLONS  
SAVED



Photos: Brian C. Robbins

## Manheim Teams Pitch In with Cox Conserves

Manheim employees and locations across the country helped Cox Conserves mark its fifth anniversary in 2012, in ways big and small. For instance, in June near the name-sake location in Manheim, Pa., dozens helped clean up part of the Conestoga River. Through Cox's partnership with American Rivers, company employees have collected more than 14 tons of trash during river cleanups.

Total Resource Auctions Southeast employees volunteered in September to plant trees and clear invasive plants at Turkey Creek Nature Preserve in Pinson, Ala. Manheim Baltimore-Washington and Manheim Nashville installed solar panels to produce clean energy and reduce carbon emissions. They joined solar projects at auctions in Georgia, New Jersey, Phoenix, Texas, Hawaii, New England and Portland, Ore.

Across Manheim, many locations have upgraded their lighting and heating, ventilation and air conditioning systems to conserve energy, and have spearheaded water conservation initiatives. Through its two Water Conservation Centers, Manheim saves 10 million gallons of water each year.

## Business Investment, Growth

Manheim, always looking for ways to enhance service offerings to customers, continued to grow and invest in the business. Early in the year, Manheim acquired Dealer Services Corporation (DSC), a used vehicle floor plan company for independent dealers based in Carmel, Ind. The acquisition complements lending products provided through Manheim Financial Services (MAFS).

The purchase of DSC was a chance to broaden Manheim's lending scope and customer base, while gaining access to top technology and digital tools.

Since the acquisition, MAFS and DSC have announced plans to merge, creating a financing powerhouse in the industry. The merger will allow Manheim to provide customers with more floor planning options, more products and more tools to help them grow their businesses.



COXMEDIAGROUP.COM

## CMG Sees Big Results in an Election Year

Cox Media Group (CMG) made the most of the election year, with strong advertising revenue from candidates and thorough reporting by journalists from multiple newspaper, radio and TV locations, culminating in the two conventions and then the general election.

Four *Palm Beach Post* journalists spent a week at the Republican National Convention in Tampa, Fla. The *Post* partnered with *The Tampa Tribune*, providing CMG newspapers with premium presence in the Tampa Convention Center.

At the Democratic National Convention in Charlotte, N.C., WSOC-TV's news department provided 10.5 hours of live coverage for nearly four straight days. WSOC also hosted several other CMG operations, including Atlanta's WSB-TV, Orlando, Fla.'s WFTV-TV, Oakland, Calif.'s KTVU-TV, and many other newspaper and radio teams.

CMG's Washington News Bureau covered the candidates and issues all year, serving as an invaluable partner to local news teams during the election season.



**"In 2012, we continued to evolve into today's CMG that is profitable on every platform; saw increased ratings and market share in most markets; invested in our businesses; and developed the best talent in the media business. Our brands will continue to inform, inspire, entertain and improve lives in the communities we serve."**

**DOUG FRANKLIN, CMG PRESIDENT**

Integrated broadcasting, publishing,  
direct marketing and digital media





# 10.5/4

10.5 HOURS OF LIVE COVERAGE  
FOR NEARLY 4 STRAIGHT DAYS

# 4/2

4 NEW  
STATIONS IN  
2 MARKETS



## CMG Changes Lineup, Adds Stations

Continuing to evolve to stay ahead, CMG announced plans to realign some of its broadcasting properties and to add four new TV stations in two markets – Jacksonville, Fla., and Tulsa, Okla. The changes will help the company collaborate across media and have greater impact in fewer but larger markets.

Part of the strategy included the intention to sell radio stations in Birmingham, Ala.; Greenville, S.C.; Hawaii; Louisville, Ky.; Richmond, Va.; and southern Connecticut, as well as TV stations in four markets: El Paso, Texas; Johnstown, Pa.; Reno, Nev.; and Steubenville, Ohio.

“This simplified structure will enable CMG to capitalize on continued growth and synergies, while retaining its size financially,” says Doug Franklin, president of CMG. “All our media outlets, regardless of size, are valuable, profitable brands with strong futures, thanks to the hard work and dedication of our talented professionals who serve their audiences, advertisers and communities.”

Last year Cox welcomed four TV stations, including WAWS in Jacksonville, Fla.



## Cox Target Media Expands Portfolio

Cox Target Media, the branch of Cox Media Group that owns Valpak and its familiar blue coupon envelopes, bought Savings.com, a leading online source for savings, personalized deals and advice from money-saving experts.

“Cox Target Media and Savings.com were both looking for ways to expand value to businesses and consumers,” says Michael Vivio, president of Cox Target Media. “We realized that when combined, our resources and offerings in print, online and mobile would be powerful and unlike anything else available to marketers.”

Through Cox Target Media, marketers can use a variety of online and offline media to drive sales and offer consumers a rewarding experience. Savings.com is one of the largest online savings sites, with more than 5 million visitors monthly seeking coupon codes and online offers from retailers. Since it launched in 2007, Savings.com has saved consumers more than \$600 million.

# 5

>5 MILLION  
SITE VISITORS  
MONTHLY



# AUTO TRADER GROUP

[AUTOTRADERGROUP.COM](http://AUTOTRADERGROUP.COM)

## Meet the New AutoTrader Group

In 2012, AutoTrader.com and its newly acquired companies were brought together as AutoTrader Group (ATG) and restructured into two divisions: Digital Media and Software Solutions.

This supports ATG's mission to improve how people buy and sell cars by helping dealers and consumers work together. The strategy also supports the needs and growth of all ATG's business units: AutoTrader.com, Kelley Blue Book (KBB), vAuto, VinSolutions and HomeNet/CDMdata. And in November, ATG announced a significant international investment by acquiring a 21.8 percent stake in Bitauto, a leading provider of Internet content and marketing services for China's fast-growing automotive industry.

Digital Media draws more than 29 million unique visitors each month with the largest selection of online car listings. With AutoTrader.com and KBB, ATG operates two of the leading brands among car buyers in the United States.

Software Solutions provides dealers with software tools and related data analytics to enhance inventory management, achieve greater price clarity, advertise vehicles, manage customer relations and maintain their own websites.



"It was an exciting year for AutoTrader Group, as we formalized the structure that enables us to capitalize on the significant growth potential within and across all our business units, which makes us all 'better together.' Our focus remains on driving significant value for our customers, offering consumers the most comprehensive set of information and tools to help them in the car shopping process and, most importantly, investing in our people – the 'secret sauce' of AutoTrader Group."

**CHIP PERRY, AUTOTRADER GROUP PRESIDENT**

29

MILLION  
UNIQUE  
MONTHLY  
VISITORS



America's largest digital automotive marketplace and provider of marketing and software solutions to automotive dealers

## TRUSTED BRANDS

**AutoTrader.com**



Kelley Blue Book  
**KBB.COM**  
The Trusted Resource



**1.1/1**

NEARLY  
1.1 MILLION SITE  
VISITORS IN  
A SINGLE DAY



Photo: Jenni Girtman

## Working “Better Together”

AutoTrader.com acquired one of the most enduring and trusted brands in America when it purchased Kelley Blue Book (KBB) in 2010. And last year, AutoTrader.com and KBB partnered on several major initiatives:

- KBB Classifieds, a new product suite on kbb.com that completely transforms the consumer shopping experience and adds better value for dealers
- KBB’s first-ever consumer advertising campaign, which integrated TV, radio, online and auto show exposure, to position the company as the new-car shopping expert

In addition, ATG’s software businesses experienced significant growth, thanks in part to collaborative sales and service efforts.

- Together, vAuto, VinSolutions and HomeNet/CDMdata sold to more than 2,800 dealers, more than any competitor.
- Monthly recurring revenues increased 14 percent without pricing increases.
- More than 40 percent of vAuto sales now come from Digital Media (AutoTrader.com and KBB) leads.

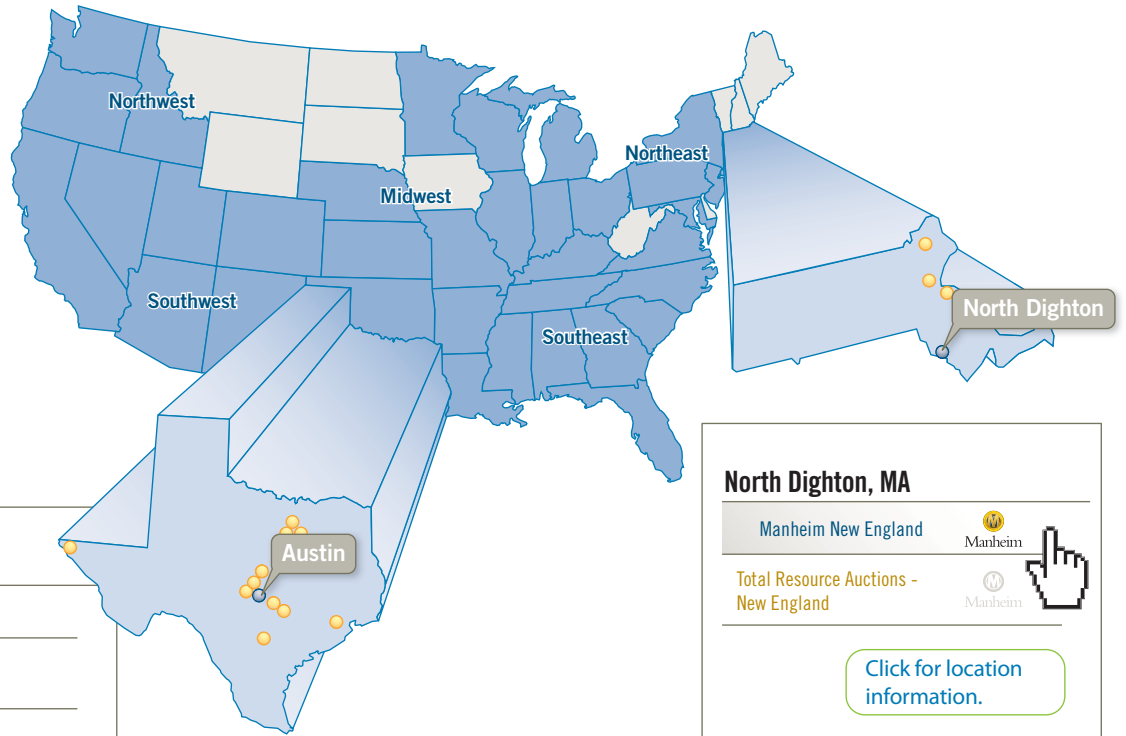
## AutoTrader.com’s Site Traffic Soars

Boosted by NBA All-Star events and other marketing efforts, AutoTrader.com celebrated its biggest month ever last February. Unique visitors increased 13 percent, mobile traffic accelerated 41 percent and the site experienced eight of its top 10 best traffic days ever, surpassing 1 million unique visitors on each of those record eight days. AutoTrader.com reached its highest single-day traffic ever on February 20 when nearly 1.1 million unique visitors shopped for a car. February numbers were boosted by a record 1.7 million consumers who visited AutoTrader.com via mobile device.

# OUR LOCATIONS

Find Cox locations everywhere with our interactive map on [coxenterprises.com](http://coxenterprises.com) and InSite. Bookmark it now. Use it all year.

- Show locations for:**
- All
  - Cox Enterprises Corporate
  - Cox Communications
  - Manheim
  - Cox Media Group
  - AutoTrader.com



**Austin, TX**

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Austin American-Statesman

---

Austin Community Newspapers

---

Lake Travis View

---

Westlake Picayune


---


j'ahora sí!

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**North Dighton, MA**

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Manheim New England  Manheim 

Total Resource Auctions - New England  Manheim

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[Click for location information.](#)



# YOUR VOICES

What did 2012 mean to you?  
We asked for your highlights, and here's  
what some of you shared.



Rosalind Ware, CCI inside sales representative in Pensacola, Fla., enjoys the summer 2012 issue of *InSide Cox*.

Photo: Karen Knauer

**SMILE**

One of my best memories was our promotion of the Tour of Utah. Jason Mahn, our general manager, wore an authentic racing outfit and raced a dealer on an oversized tricycle, a great start to a sale. Everyone had a smile on their face that day.

**Katie Malone, Manheim, Woods Cross, Utah**

**CELEBRATION**

My husband and I celebrated our silver 25th wedding anniversary, and I was honored with the Silver Circle Award from the National Academy of Television Arts and Sciences for my 25 years in the industry. So for me, 2012 will forever mean silver.

**Stacy Lincoln, Cox Media Group, Phoenix**

**HONOR**

A highlight from my 2012 was running for and winning the campaign for Rhode Island Leukemia & Lymphoma Society's Woman of the Year. I ran to honor my sister Kim and all other victims of blood cancers.

**Cathy Edington, Cox Communications, Inc.,  
West Warwick, R.I.**

**MEMORIES**

I vacationed to Tel Aviv in July. A long flight for a couple of days, but it was a memorable trip – even for someone who was in Berlin when the wall came down in 1989.

**Rey Lado, AutoTrader Group, Atlanta**

**SERVICE**

My highlight was knowing that my boyfriend would return home from serving in Kuwait with the U.S. Army and join me in our newly built home. I am thankful for his service and every other soldier out there, including my niece and nephew.

**Lisa Dorn, Manheim, Temple, Texas**

**CONSERVATION**

My favorite memory of 2012 was supporting Cox Conserves by helping coordinate replacing company SUVs with more fuel-efficient vehicles like the 2012 Ford Focus. Cox is a great place to work and I'm excited about the future.

**Rachel MacGowan, Cox Enterprises, Inc., Atlanta**

**GREEN**

I try to help with Cox Conserves in many ways. For example, at home I have installed solar panels and a solar water heater, and I plan to replace my appliances with high-efficiency models. On my wish list: a fully electric car.

**Glen Rodriguez, AutoTrader.com, Atlanta**

**SEND US  
YOUR THOUGHTS  
ANYTIME AT  
INSIDECOX@COX.COM**

## Cox Leaders Showcased on National Media in 2012

By Madkin Kelly



“Our product allows access to your home’s security through your smartphone, computer and tablet, which gives you easy access to control the security in your house.”

*Pat Esser*

Photo: Karen Krauer

### Leaders from Cox Media Group and Cox Communications, Inc. (CCI), weighed in as industry experts on national media in 2012.

The Fox News corporate channel Fox Business interviewed Pat Esser, CCI president, about the company’s ability to succeed in tough economic times. Esser explained that it is a great time to be in the cable industry—CCI is looking ahead to providing more than 90,000 hours of on-demand cable options for TVs, computers and tablets in 2013.

He also talked about a new offering that keeps customers in touch with what matters to them most.

“Moving into home security was a natural transition for Cox because we believe we deliver life’s most important connections,” says Esser. “Our product allows access

to your home’s security through your smartphone, computer and tablet, which gives you easy access to control the security in your house.”

Also in 2012, Kevin Riley, *Atlanta Journal-Constitution* editor, appeared on more than 300 NPR radio stations to discuss the newspaper’s decision not to endorse political candidates.

The change came three years ago after research showed that readers felt the newspaper should be a source of information about elections, not opinionated commentary.

“Readers wanted to learn about candidates and get all their information in one area,” says Riley. “They don’t want to be told who to vote for in elections. Too many political opinions are shared on TV, radio and social media already.”

### The Interviews

Watch the Esser interview at [media.coxenterprises.com/media/patesser.htm](http://media.coxenterprises.com/media/patesser.htm)

Listen to the Riley interview at [onthemedia.org/2012/oct/19/end-endorsements](http://onthemedia.org/2012/oct/19/end-endorsements)



## CCI Adds to Cox TV Connect Offerings



Photo: Adam Hester/Getty Images

“The new enhancements to TV Connect give customers the choice and flexibility to watch their favorite programming anywhere in their home, without a TV.”

*Steve Necessary*

Cox Communications, Inc.’s Cox TV Connect app now has access to 56 new national cable channels. The application creates a “second screen” experience for customers to watch live television programming in their home on their iPad, iPhone or iPod touch device.

“Cox is continuing to expand television viewing options for our customers, particularly with ‘off-TV’ experiences,” says Steve Necessary, vice president of video product development and management. “The new enhancements to TV Connect give customers the choice and flexibility to watch their favorite programming anywhere in their home, without a TV.”

Access to live programming through Cox TV Connect marks a significant expansion of Cox’s online offering.

In just a year, the original Cox TV Connect app for iPad has been downloaded more than 420,000 times from Apple iTunes. The new channel lineup adds 56 cable channels including Bio, Encore, Fox Business Network, Galavision, G4, Hallmark Movie Channel, Oxygen, Sprout and Tennis Channel, bringing the total to over 90 channels. In addition to the flexibility of Cox TV Connect on more devices, customers can now schedule DVR recordings remotely.

Cox TV Connect is available at no additional charge in the Apple App Store to customers who have Cox TV Essential or Advanced TV, and have Cox Preferred, Premier or Ultimate Internet service.

## Valpak Partners with Hallmark Channel



For millions of Americans, watching holiday movies and specials on TV is a tradition. This year there was another great reason to watch—a commercial that encouraged consumers to look for their Valpak envelope and enter a sweepstakes to win a \$10,000 holiday shopping spree.

Valpak, part of Cox Media Group and a leader in local print and digital coupons, partnered with Hallmark Channel for its Countdown to Christmas programming campaign. Valpak’s blue envelope was in homes during December, and the deadline for sweepstakes entry on Hallmarkchannel.com/Valpak was Jan. 4.

Hallmark Channel aired holiday movies and specials all day and night, with heartwarming favorites such as “The Christmas Card,” “The Most Wonderful Time of the Year” and “A Season for Miracles.”

The sweepstakes promotion was featured on Valpak.com, Twitter and Facebook and on Hallmark Channel’s Facebook and Twitter pages.

An aerial night view of New York City, showing the dense skyline of skyscrapers illuminated with lights. A dark, winding path or shadow cuts through the city, starting from the top left and moving towards the bottom right, suggesting a path of destruction or a route taken. The water of the harbor is visible in the foreground and middle ground, reflecting some of the city lights.

# Helping After Superstorm Sandy

**When Hurricane Sandy devastated much of the Northeast last fall, Cox and its employees rallied together to keep businesses going and help each other. The storm affected multiple Cox Communications, Inc. (CCI), Cox Media Group (CMG) and Manheim locations.**

“Hurricane Sandy left incredible damage, and we believe it’s important to empower our employees and communities during this time of recovery.”

*Jim Kennedy, chairman of Cox Enterprises*





The storm caused extensive flooding on Long Island, home to Cox radio stations WBAB-FM and WBLI-FM.

“Our company has a history of supporting the communities where we operate,” says Jim Kennedy, chairman of Cox Enterprises, Inc. “Hurricane Sandy left incredible damage, and we believe it’s important to empower our employees and communities during this time of recovery.”

Cox Enterprises, in partnership with The James M. Cox Foundation, announced in November a combined cash donation of \$100,000 to the American Red Cross to support relief and recovery efforts in the wake of the hurricane. Cox properties also pitched in to help their communities. Examples include:

- AutoTrader.com and CCI provided in-kind support for the American Red Cross through banner ads and public service announcements.

- Select Manheim auto auctions in the Mid-Atlantic and Northeast donated \$5 to the American Red Cross for every flood-damaged vehicle registered and sold through Dec. 31.
- CMG radio stations in the affected areas provided vital updates around the clock and partnered with community relief organizations. CMG also donated \$75,000 to relief efforts.

“Our employees are passionate about the work they do for their communities every day,” says Doug Franklin, CMG president. “Many continued working through the storm to inform their audiences, and others continued to give time to help their communities rebound.”

## Employee Relief Fund Expands Beyond Disaster Aid

Since its inception in 2005, the Cox Employee Relief Fund (CERF) has distributed over \$3 million to assist more than 1,500 Cox employees. And CERF was there to help our colleagues affected by Hurricane Sandy before the storm hit and for weeks afterward.

CERF was recently renamed to reflect its expanded support beyond disaster relief. Now the fund provides immediate,

## COX EMPLOYEE RELIEF FUND

short-term financial assistance for expenses that result from catastrophic illness or injury, as well as expenses incurred with the loss of a family member, including funeral costs, that are not covered by insurance or other benefits. CERF will continue to help with hardships resulting from natural disasters.

For more information, visit [insite.coxenterprises.com](http://insite.coxenterprises.com). For immediate questions or assistance, email [CERF@coxinc.com](mailto:CERF@coxinc.com).

## Stories from the Storm

*Daniel Doka of Manheim New Jersey lost everything after Hurricane Sandy. He was among those who received help from CERF.*

I cannot express the gratitude we felt upon hearing we had a place to stay for a couple of nights to collect our thoughts. The immediate monetary assistance was a godsend to obtain some necessities.

I don't know if anything can compare to losing everything you own, from furniture and clothes to pictures of family. But the caring assistance has meant the world to us. We will always be thankful to Cox for helping us rebuild our life and start a new chapter.



*Allie Feiner spearheaded a trip of about 40 Cox Reps colleagues from Midtown Manhattan to Long Island, where hundreds of thousands of people were without power following the storm.*

The experience was emotional for everyone. The scene was almost post-apocalyptic; the neighborhood was in ruins. Our team spent the day working side by side with homeowners to clear out the remains of their flooded homes.

Remarkably, despite everything they had lost, people remained positive. The community opened its arms and shared its hope. The stories so many people told were devastating and their losses unimaginable, yet they all were rallying to pick up their community and get it back on its feet.



Cox Reps employees pitched in to help Long Island storm victims.





A Letter from the Chairman

## Congratulations to Chairman's Cup Winners

At Cox, we pride ourselves on being an environmental leader, and based on the results of the Cox Conserves Chairman's Cup Awards program, I'm proud to say that all our businesses are doing their part.

Through this program, we invited employees to tell us about projects and programs that help make their Cox location a more sustainable business. Individuals or teams from Cox locations across the nation submitted a variety of sustainable business practices implemented between Jan. 1, 2008, and Dec. 31, 2011.

After months of hard work and enthusiastic support from employees across the company and a total of 80 entries, we chose four locations, one from each of our divisions, as winners of the First Annual Cox Conserves Chairman's Cup Award. Please join me in congratulating them.

**Cox Communications, Inc. (CCI), New England** developed a comprehensive program to reduce energy and waste, engage employees and demonstrate leadership in the community. CCI New England has reduced its waste stream to the landfill by 80 percent, seen 90 percent participation in recycling initiatives, remained cash-flow neutral and received national and local recognition for composting.

**Manheim Seattle** created a holistic recycling program, wetland development and partnerships with customers to promote green activities. Manheim Seattle was recognized by the City of Kent for its green efforts.



**Cox Reps in New York** took all parts of its order process online and implemented programs to change the way its office works. The efforts by Cox Reps, part of Cox Media Group, are saving 32,118 tons of paper per year.

**AutoTrader Group** employed 53 new processes to save energy and reduce waste and emissions. Annual results included saving 192,000 gallons of water and 632,707 kilowatt hours, and reducing waste by 147 tons.

Each winner will receive a trophy, a celebration at their location for all employees and \$10,000 to donate to their local environmental nonprofit of choice, courtesy of The James M. Cox Foundation.

A special thanks to everyone who submitted an entry and to the Cox Environmental Council, a group of cross-divisional leaders focused on sustainability who served as judges for the program. We will continue this program next year as part of our effort to tell Cox's sustainability success stories.

A handwritten signature in green ink that reads "Jim Kennedy". The signature is fluid and cursive, with the first letters of "Jim" and "Kennedy" being larger and more prominent.

Jim Kennedy

# Ditch the Fast Food

By Loraine Fick



## Apps for a Healthy Appetite



Make an informed decision with **Good Food Near You** instead of grabbing the nearest burger.

**Fooducate** offers healthier alternatives to items on your grocery list.

**Weight Watchers** features an array of weight loss and healthy eating tools.





**Good old fast food.** It's tasty, cheap and filling. And when you don't want to cook after a long day and a long drive home, it's around just about every corner. The trouble is fast food can eat up most of the day's allotment of calories, sodium and sugar and transfer them directly to your midsection. Here are some tactics for cruising by the temptation and heading for better mealtime choices.

### The Power of a Little Snack

You're so hungry you can't think straight, which is why the golden arches look so tempting. An easy fix: Keep a protein bar or pack of almonds in your bag or car so low blood sugar doesn't make you order something you're going to regret. With a level head, you can move on to a healthier dinner destination.

### Cook Ahead

When you've got some time on the weekend, whip up a batch of something that can work in several meals. Chili can be spooned into tortillas, mixed with greens for a tasty salad, baked with a little cheddar cheese on top....

### Shop the Frozen Aisles

Fresh and tasty vegetables for about a buck a bag. Rice that steams in the package. A whole meal you just have to throw in a pan and heat up. These days healthy, easy meals abound in the grocery freezer section.

### Hit the Convenience Store

If you need to make a stop, try a convenience store for a big selection of healthy, easy-to-grab items like milk, fruit and nuts.

### Plan for Your Dinner at Lunch

Order an extra salad or sandwich and keep it in the office refrigerator until you're ready to call it a day. Voilà—dinner is served when you get home.



**FAST**

### When Nothing Will Do but the Drive-Through

There are more and more healthy fast-food options available, from chicken soup to turkey sandwiches. But don't fall for the "healthy halo" some items have—a salad topped with fried chicken, croutons and creamy dressing can easily rack up more calories than a burger and fries.

# Good News for Cox Medical Plan Members

## Preventive Care Coverage Grows to \$750 a Year

If you're a Cox Medical Plan member, you now have \$750 in annual preventive care coverage for yourself, as well as \$750 for your covered spouse or domestic partner.

Every year, that's \$750 in coverage you can put toward a check-up or other wellness exam. Even better, you don't have to meet a deductible to qualify for your free \$750 of preventive care coverage.

It's easy to take advantage of your preventive care benefit — just keep it in mind when you visit your doctor for services like:

- Regular physical exams
- OB/GYN exams
- Mammograms
- Prostate screenings
- Adult immunizations

When you complete your appointment, make sure your doctor's office files the claim with Aetna as a preventive care claim.

The Cox Medical Plan includes well-child care coverage for eligible dependent children, too — those up to age 26 who don't have access to their own employer-sponsored

healthcare plan. The plan covers physicals, immunizations and health screenings. And just as for adult preventive care, there is no deductible to meet.

Preventive care coverage is one more way that Cox partners with you to help you better manage your health.

For more information on preventive care coverage or other Cox health benefits, visit your subsidiary portal or contact HR.

### Need Health Advice?

Take advantage of free resources available to all Cox Medical Plan members, including:

- **Aetna Informed Health Line** — get answers to your urgent health questions from a registered nurse, 24 hours a day, 365 days a year. Call **888-553-3449** and **press 1**.
- **Aetna Care Advocate** — personal support for more serious health concerns from a team of specially trained nurses and medical professionals. Call **888-553-3449** and **press 2**.

# Our Values in Action

## Cox in the Community

At Cox, we are deeply committed to helping our communities become even better places to live, work and play.

## Stepping Up for a Cause

WFTV-TV Daybreak anchor Vanessa Echols, a breast cancer survivor, hosted the 2012 Making Strides Against Breast Cancer 5K Walk of Orlando Metro.



## Cox employees at properties across the country took to the streets and more to support organizations in the fight against breast cancer.

**CMG Tulsa's KJSR-FM, KRAV-FM and KWEN-FM** provided \$119,750 for in-kind promotional support to Tulsa's Susan G. Komen Race for the Cure, which raised nearly \$800,000 to fund education, screening and treatment programs to fight breast cancer in the region. In Orlando, **WFTV-TV** provided about \$55,000 of in-kind on-air and online support to the 2012 Making Strides Against Breast Cancer 5K Walk of Orlando Metro, which raised over \$650,000. A team of employees from WFTV-TV and **WRDQ-TV** raised more than \$5,000. **Manheim Orlando** supported the Central Florida affiliate of Susan G. Komen for the Cure by raising \$1,875 and having a team of employees and customers participate in the 5K race. In California, more than 50 employees and family members from **Manheim California's** Employee Service Center West and trade desk and experience team participated in the 21st annual Komen Orange County Race for the Cure in Newport Beach, Calif., raising \$3,000. **Manheim Chicago** employees participated in a similar event, raising another \$1,600 for the fight against breast cancer.



(Top) WFTV-TV and WRDQ-TV employees helped to raise more than \$5,000 to fight breast cancer.  
(Bottom) Manheim employees participated in the 21st annual Komen Orange County Race for the Cure. >

### AutoTrader Group



AutoTrader.com employees donated over 200 pounds of food to the Second Harvest Food Bank of Middle Tennessee.

**AutoTrader Group** conducted a successful Drive Away Hunger campaign: Employees from **AutoTrader.com**, **CDMdata**, **HomeNet Automotive**, **Kelley Blue Book**, **vAuto**, **VinSolutions** and other Atlanta-based **Cox** companies collectively donated 23,829 pounds of food to local community food banks across the nation. AutoTrader.com's community relations team also contributed \$2 for every pound of food donated, providing a combined total of 190,648 meals for families in need.

AutoTrader.com's technology department held its second annual community relations blitz week in late September—240 volunteers participated in 21 events supporting 13 Atlanta-based organizations. Volunteers contributed 1,007 hours, from packing meals for delivery to local food banks to putting together no-sew fleece blankets for children in foster care.

### Cox Communications, Inc.



Debbie Bradley and other CCI California employees refurbished a garden at a local elementary school that provides hands-on learning experiences.

In 2012, **Cox Communications, Inc. (CCI)**, **Phoenix** donated \$600,000 from the 2011 employee giving campaign and other fundraising partnerships to several grant recipients, including the Phoenix Children's Hospital, Valle del Sol, Big Brothers Big Sisters and Childhelp.

A group of **CCI California** employees and family members helped clean up Silverado Canyon, clearing brush and removing invasive plants. Others refurbished a science, technology, engineering and math service-learning garden at a local elementary school in remembrance of 9/11.

Hundreds of **CCI Central Region** employees gave the gift of time during the holiday season, volunteering hundreds of hours at Cox-supported organizations—including Boys & Girls Clubs—and at various events.

**CCI Las Vegas** hosted its second Flip the Script town hall meeting, producing and moderating a 90-minute television broadcast and web stream that provided information and resources to parents, students and educators on how to combat bullying.

CCI Las Vegas produced a live broadcast of the 2012 PRIDE Night Parade for the southern Nevada community, and more than 200 employees and their family members walked in the parade.

Cox Enterprises, Inc.



Photos: Jenni Girtman

**Cox Enterprises, Inc.**, Atlanta employees gave back in many ways throughout October. A total of 150 employees volunteered at Cox’s first annual Team Cox Volunteer Day on October 13, building benches, mulching trails and cleaning a recreation center. Nearly 100 employees removed more than a ton of trash from the Chattahoochee River on October 26. Additionally, more than 2,000 employees participated in the annual giving campaign, raising nearly \$600,000 for United Way of Metro Atlanta, EarthShare of Georgia and the Cox Employee Relief Fund.



Cox Enterprises, in partnership with the Catawba Riverkeeper Foundation, hosted a cleanup on Lake Wylie just outside Charlotte, N.C. More than 40 volunteers from **WSOC-TV**, **Manheim Statesville** and **AutoTrader.com** removed 25 tires, 37 bags of recyclables and 47 bags of trash from the site.

### Cox Media Group



Erica Rico, KKBQ-FM morning personality, and a young fan were among more than 3,000 Walk MS participants.

The *Austin American-Statesman* completed the fifth and final year of its Lady Bird’s Legacy wildflower campaign, raising over \$150,000 to plant wildflowers along 62 miles of highway in central Texas in honor of Lady Bird Johnson.

Seven disc jockeys from **CMG Houston** radio stations (**KGLK-FM**, **KHPT-FM**, **KKBQ-FM** and **KTHT-FM**) teamed up with listeners to help raise more than \$400,000 for the Houston chapter of the National Multiple Sclerosis Society during Walk MS events in October and November.

About 45 **CMG Jacksonville** employees participated in the First Coast Heart Walk, raising \$7,755 for the American Heart Association.

**CMG Ohio**, on behalf of The James M. Cox Foundation and its challenge grant, presented a \$1 million check to the Downtown Dayton Partnership to help fund the community’s River Run project, which includes removal of a hazardous dam and enhancement of river recreation.

**CMG Tulsa** kicked off its annual Make-A-Wish Stories of Light fundraising campaign with a \$10,000 donation from **KRMG-AM**, which donated \$5 from each ticket sold to Neal Boortz’s AMF (Adios My Friends) Tour. The campaign generated \$359,154 for the Make-A-Wish Foundation Oklahoma Chapter.

News anchors Heather Holmes of **KTVU-TV** and Gasia Mikaelian of KTVU-TV and **KICU-TV** emceed fundraising dinners and auctions in the San Francisco Bay Area that raised over \$1 million for the March of Dimes California Chapter.

*The Palm Beach Post* hosted a Notables Season Preview event where local nonprofit organizations showcased their upcoming events for the 2012–2013 social season. The newspaper presented \$5,000 to The Center for Family Services of Palm Beach County, winner in a random drawing among the charities.

**Valpak** partnered with the Leukemia & Lymphoma Society during a month-long online coupon promotion that raised awareness of the society’s life-saving blood cancer research and patient support programs.

**WSOC-TV** in Charlotte and OrthoCarolina presented South Point High School with a \$10,000 donation for its school scholarship fund, and local high school football player Devan Robbins received a trophy, as part of their “Big 22” Player of the Year event.



CMG Jacksonville employees participated in the American Heart Association’s First Coast Heart Walk.

Manheim



The Larry's Legacy team from Manheim Harrisonburg participated in the Walk to End Alzheimer's to honor their former operations manager.

**Manheim Chicago** employees raised \$3,942 for the American Cancer Society through a raffle; the sale of candy bars, bracelets and paper ribbon sponsorships; and a matching donation from the operating location.

**Manheim Harrisonburg** employees honored the late Larry Sharpe, former operations manager (who passed away from early-onset Alzheimer's) by raising more than \$2,600 and participating in the Alzheimer's Association Walk to End Alzheimer's.

**Manheim Mississippi** partnered with Touchstone Motor Sales and Remarketing by General Electric to help make the holidays special for a local family chosen by United Way. They donated nearly \$3,000 worth of goods including a new refrigerator, microwave, washer and dryer; a used electric stove; and other household items.

**Manheim's** supply chain management team joined forces with volunteers from **CCI's** supply chain management department to package 2,425 perishable meals and 100 bags of nonperishable goods for Open Hand in Atlanta, which helps individuals unable to afford proper nutrition or who are too sick to prepare their own meals.



Volunteers from Manheim and CCI help prepare meals for Open Hand in Atlanta.



Manheim TRA Southeast employees helped clean up the Turkey Creek Nature Preserve.

**Total Resource Auctions (TRA) Southeast** employees spent a day planting trees and clearing invasive plants at the 466-acre Turkey Creek Nature Preserve, a biologically diverse habitat in north central Alabama.

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## People Moves

### Recent Promotions and New Hires



HAPPY NEW YEAR!!

Photo: Jamie Grill/Getty Images

#### AutoTrader Group

**Mike Burns** to vice president of enterprise architecture, AutoTrader Group (ATG), from senior director of information technology, AutoTrader.com. **Robert Christman** to director of sales, HomeNet Automotive, from senior manager of sales training. **Reginald Fortson** to senior human resources business partner, HomeNet/CDMdata, from manager of human resources, AutoTrader.com. **André Gold** to vice president of enterprise infrastructure and security, ATG, from senior director of technology operations, AutoTrader.com. **Vanessa Henley** to director of human resources group media/software division, ATG, from manager of human resources, AutoTrader.com. **Joey Imparato** to director of sales, vAuto, from product specialist. **Jason Jager** to director of industry relations and dealer learning, AutoTrader.com, from senior manager of industry relations. **Marius Negrean** to training director, vAuto, from training manager. **Christine Ryan** to director of talent acquisition and diversity initiatives, ATG, from senior manager of talent acquisition, AutoTrader.com. **Todd Shea** to vice president, IT development, AutoTrader.com, from senior director of development. **Dave Templeton** to vice president of enterprise platforms, ATG, from vice president of information technology and data intelligence, Kelley Blue Book.

#### Cox Communications, Inc.

**Susan Anable** to vice president of field government and public affairs, Cox Communications, Inc. (CCI), Southwest, from director of public and government affairs. **John Civileto** to vice president of strategic architecture, from executive director. **Michael Crean** to vice president of field service, CCI Southeast, from director of network operations and systems engineering. **Shawn Duncan** to executive field director of field operations, CCI Southwest, from director of collections. **Boone Hand** to vice president of residential sales, CCI California, from director of inbound sales. **Jeffrey Merritt** to vice president of residential sales, CCI Virginia, from director of sales operations. **Stephanie Monroe** to vice president of call center sales, from executive director of customer retention. **Becky Ordoyne** to vice president of field human resources, CCI Oklahoma, from senior director of people services, CCI. **Carrie Pierce** to executive field director of people services, CCI Southwest, from director of human resources. **Betty Jo Roberts** to vice president of field marketing, CCI Virginia, from regional marketing director, Cox Business. **Robert Sheridan** to executive field director of network operations, CCI Southwest, from director of field systems.

## Cox Enterprises, Inc.

**Lisa Gutierrez** joins as senior director of diversity and inclusion. **Jack Polish** to vice president and controller, from executive director of financial reporting and compliance, CCI. **Paul Scolese** joins as assistant vice president of government affairs.

## Cox Media Group

**Emily Chambers** to group vice president of human resources, from regional vice president of human resources. **Susan Davidson** to group vice president of human resources, from regional vice president of human resources. **Susie Ellwood** joins as publisher of the *Austin American-Statesman* and The Statesman Co. **Toni Mitchell** to director of human resources, Cox Media Group (CMG) Ohio, from human resources manager. **Mary Robert** to group vice president of human resources, from regional vice president of human resources. **Mary Rogers** to director of sales, CMG San Antonio, from general sales manager of WWRM-FM and WXGL-FM. **Jason Smith** to senior director of human resources, *The Atlanta Journal-Constitution*, from director of human resources. **Travis Tolar** to director of financial planning and business analytics, from senior manager of financial planning and analysis. **Wouter Vermeulen** to director of mobile strategy and operations, Cox Digital Solutions, from business development manager.

## Manheim

**Ashish Bisaria** joins as senior vice president of customer experience. **Jay Cadigan** to vice president, industry relations, from market vice president, Florida market. **Rich Curtis** to general manager of Manheim Texas Hobby, from chief executive officer for Manheim Australia, New Zealand and Thailand. **Nicole Graham-Ponce** to general manager of Manheim Dallas-Fort Worth, from general sales manager, Texas/Omaha market. **Bill Harbourne** to general sales manager, Northeast market, from account manager, major dealer team. **Kris Hart** joins as vice president of product strategy. **Bonnie Hensler** joins as vice president of product operations. **Tony Markese** to vice president of marketplace and affiliate management, product development, from general manager of Manheim Central Florida. **Tom Maston** to general sales manager, from manager for field sales, Georgia market. **Tina Novoa** joins as general manager of Manheim San Francisco Bay. **Ryan Stubbs** to general sales manager, Canada, from auction manager of Manheim Moncton. **Jay Waterman** to general manager of Manheim Albany, from assistant general manager. **Racquel White** joins as vice president, communications and corporate affairs.

## Retirees

**John Mackenzie**, chief camera operator at KTVU-TV in Oakland, Calif., has retired after 38 years with Cox.

**Leon Pfeifer**, director of government and regulatory affairs at CCI Oklahoma City, has retired after 41 years with Cox.

**Jerry Rushin**, vice president and general manager of Cox Radio Miami, has retired after 40 years with Cox.

**Jim Sampey**, chief operating officer of Valpak, has retired after 22 years with Cox.

**Jim Turner**, morning news host at WDBO-AM's News Talk in Orlando, has retired after 40 years with Cox.

# The Back Page

## Images of Interest from Around Cox



## A Thousand Words

Lon Hetrick, senior interaction designer at AutoTrader.com in Atlanta, took this lovely shot of his daughter at Round Bald in the mountains of northeastern Tennessee. Lon was one of the winners of our employee photo contest on InSite last fall. (Be sure to check out the others online.) “I don’t consider myself a photographer and had never entered a photo contest,” he says. “This is a beautiful site. We planned to go there as part of an annual camping trip, and we didn’t let the rain and fog deter us.”



Lon Hetrick



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