



N. Miles Cook, III of Rochester Motorsports, Inc. Named SBA's "NH 2004 Small Business Person of the Year"

SBA N. Miles Cook, III, founder and president of Rochester Motorsports, Inc., a four year old multi-line, franchised motorcycle, ATV, snowmobile, watercraft and power equipment dealership located in Rochester, has been named by the U. S. Small Business Administration (SBA) its New Hampshire "2004 Small Business Person of the Year." . . .

Cook opened his doors on May 1st, 1999. This day was the culmination of a lifetime passion for personal motor craft and many years of research, planning, design and implementation. He selected a location on busy Route 11 in Rochester and approached the four largest manufacturers of these vehicles and got all four to sign on. He now operates one of the largest motor sports dealerships in the state of NH. . .

Cook's business philosophy mirrors that of one of America's most successful entrepreneurs, Sam Walton, founder of Wal-Mart. Miles has a quote from Walton posted on his door, "There is only one boss: the Customer. And he can fire everyone in the company from the chairman on down, simply by spending his money somewhere else." . . .