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## Mail Room - We'd love to hear from You!



## 2017 NETSA Scholarship Golf Tournament

by Jim Melvin Jr., Chairman of the Annual NETSA Golf Tournament, NETSA Board Member

On behalf of the organizing committee of the 2017 NETSA scholarship golf tournament, held Friday, September 15 at Shining Rock Golf Club in Northbridge, MA I would like to thank everyone for their generous support of our annual event. I'm proud to announce that we raised just over \$12,000.

This year's tournament welcomed 80 golfers. We had sunshine for the tee off and the course was in tiptop shape. I spoke to many of players and they really enjoyed the pace as well as the course.

Without our Sponsors, Golfers, Auction Donators and Volunteers this event would not be as successful. We want to thank each of you for continuing to be part of this important fundraiser. All proceeds benefit NETSA members families throughout New England. Please take the time to acknowledge our list of sponsors as they are a vital part of the success of our tournament.

A big shout out to our tournament winners. Congratulations to the skill competition winners, Gary Kraft, Matt Lewis, Anthony Luiz, Greg Serafin, Ryan Getchel, Steve & Carmen Lesier. Congratulations also goes out to our low net winners Pete Georgantas, Dave Zawella, Mike Morrey and Tim Darling. Our Low Gross winners were Dan



Team 7 - Low Gross with Jim Melvin Jr. - Congratulations!

continued on pg. 21



Hello to all. While the fall season is underway, I am writing this letter during a September heat wave that would make early August jealous.

With fall comes our annual NETSA Scholarship Golf Tournament and I am happy to report it was another successful event. Under the leadership of Chairperson Jim Melvin Jr. and the Executive Director Dick Cole we were able to raise over \$12000 for our scholarship fund. Jim

provided the 80 plus golfers with a great event and almost perfect weather. I want to thank Jim and all those that helped with the event, Jack Kelly, Steve McGrath, Frank Pascale, Rich Tuttle, and of course, Dick Cole for their work and dedication. I also want to thank the many sponsors and contributors for their support. Without them we would not be able to have these events and raise the funds necessary to continue to offer scholarships to so many deserving students.

With fall also comes the start of the New England winter tire season. I am a firm believer in the need to use winter tires. I think we need to do a better job of selling these to our customers. The key here is SELLING not taking orders. Most customers think they are fine without winter tires on their cars because they, and some of us, still think "Snow Tire", and our local governments do a very good job of removing snow from the roads very quickly after a snow storm. However, all the manufacturers will tell you that winter driving isn't just about the "SNOW". When the temperatures approach or drop below the freezing mark the special compound of winter tires will outperform an all-season tire in braking and handling. The colder it gets the better they perform. Winter tires are not just for snow days. There is plenty of information about winter tire performance available from your tire supplier. So, ask for some training for yourself and your staff. This is an excellent opportunity to provide a valuable service to your customers and increase your sales.

While we are in a heat wave in New England several areas of the country are in dire straits, suffering from an unprecedented

Hurricane Season. Texas, Florida, Puerto Rico and the U.S. Virgin Islands are all suffering from loss of life and tremendous devastation. Several members of our board, as well as many of our membership have been effected by these horrific storms. While all these areas need our help and prayers it seems to me that Puerto Rico was hit with a severe 1-2 knockout punch. I have had the opportunity to talk to several people in our industry with family and friends living in Puerto Rico, and they are very concerned. A former co-worker from Englewood Tire finally heard from his parents, after spending almost a week waiting for a call. It is unimaginable the worry and concern one feels when unable to reach or receive information as to the well-being of relatives or friends. Officials are saying it will be months before electricity is restored and years before Puerto Rico returns to normalcy. The scary part is we are just over half way through hurricane season. Please help if you are able.

Once again, I would encourage our members to become involved in NETSA by attending one of our meetings. I plan to send out some invitations for our next Board of Directors meeting on January 10, 2018. Getting involved would be a great New Year's resolution.

Wishing all a Happy Holiday Season as well as a successful selling season. See you in the New Year.

*Tony DeSimone*



**NEW ENGLAND TIRE & SERVICE ASSOCIATION**

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As we head into autumn, business has been up and down lately. It seems like we either have too much help or not enough help but rarely does it feel like we have just the right amount of help.

We go into the traditional tire 'busy season' with no idea how busy it will be but we are very dependent on getting some snow and ice in the month of November or else! With global warming, we may get more ice than snow in the future so it is a good thing we sell winter tires now and not just snow tires. I just went to a Nokian Tyres winter meeting and it was amazing to see how dedicated Nokian is to constantly improve their winter tires in all kinds of different ways such as tread design, compounding, special studs, and other design improvements. It will be a big plus when they open their new plant in Tennessee in a couple of years. It is a brand that we can compete and make money with. I can't say that about too many brands of tires today.

We don't have a new Executive Director in place yet but hopefully we will have someone soon. Dick has done a wonderful job these past 15 years and whoever assumes the job will need lots of help from all of us to get caught up to speed on all aspects of the job.

My best wishes to the Garzone family with their selling of Tom Lyons Tire to Sullivan Tire. They have done a great job servicing their customers over the years and Sullivan should be able to continue that tradition. Sullivan is also keeping a lot of the employees on so that should help the situation.

We were blessed to have the rain go north and south of our recent NETSA golf tournament. I promised Jim Melvin Jr., the night before at our board meeting, that we would be okay weather wise so I'm glad that everything worked out. There was no rain but it was hot for mid-September out there, I imagine. It was hot and muggy here at work that day, that's for sure.

In this issue of the Roadrunner you will find articles on half of the NETSA scholarship winners with the other half appearing in the winter issue. For 2018, the NETSA board has authorized matching 20 scholarships with the proceeds from the golf outing and the Hall of Fame Dinner auction. If we have more than that, we'll find a way to give them out. That's a promise!

Roland is hanging in there at 88+ years old. You

will see his picture as his granddaughter Julie, AKA "the kook" was awarded one of our scholarships this past year. Thanks to Sullivan Tire and NETSA members for her scholarship. Julie and her parents really appreciated it. It was kind of nice to receive a scholarship after handing out so many over the years. Roland is very happy now that football season is back. He enjoys watching football, tennis, and golf, in that order. My sister Cheryl vacuumed around him one day, only to return later and see the floor a mess again. "I just vacuumed that" Cheryl told him. "Well I guess you didn't do a very good job!" he told her. He still has his sense of humor. That and coming into work for half a day keep him going. Maybe I'll find one of his old columns for the winter edition of the Roadrunner. I seem to be running out of things to write a column about.

It was around 4:55pm the other day when a customer called and wanted to know why we put tires on his car when he needed new tie rods. We tried to explain that we sell tires and aren't mechanics but maybe he should have bought his tires where he does his mechanical work. It's inevitable that we will have to do alignments and light mechanical work someday in the future, so we will probably be selling out in the next few years to someone who knows that business. We don't, and as the youngest of Roland's kids at 55, I have no desire to start now. I only get two weeks' vacation a year and can't even take all of that off. And getting in just after 6AM and closing after 5PM weekdays leaves me exhausted by the end of the week. Maynard and Lesieur will be 90 on June 1st, but 100 seems very unlikely. It is just plain difficult to sell only tires and make any money doing so, unless you're Town Fair Tire. They seem to know something that we don't. And NTB is opening a second large operation in the north end of Nashua soon so let's add another tire store to the area, just what we need. Regardless, it's been a good run and the tire business has been very good to the Lesieur family. No matter what happens, I won't be living at the poverty level. And we have been privileged to have had my Grandfather, Father, and myself sit on the NETSA board for many years and be a part of so many of our trade shows (I can remember way back to the King's Grant in Danvers with Loren Dore having one foot in the Northern States Tire booth and one foot at the bar) and meetings. One of my earliest recollections was the NTDRA national convention in Boston in 1976 at the Hynes Auditorium. I think Ed Hogan was president of the national association that year.

Anyway, have a great fall selling season!

*Larry Lesieur.*



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Recently I've read several articles that shared some nice things to do with and for customers. They called them random acts of kindness.

They were all good articles. But after I read the articles I felt a pang of not guilt, but something that said to me, "Why just customers. Why not a life

act for everyone? Why discriminate?"

We have coworkers, friends, family members, students, and even strangers to think about. I'm also not a fan of just being nice or remembering your mom only on Mother's Day or dad only on Father's Day. Well, you get the picture.

When you have the mentality of doing something nice 'just because' and for no reason for people anytime, you won't need to think about what you can do nice for customers. It will become a standard operating procedure in your daily life.

So, I'm looking for some out-of-the-box, even common things, that we all can do daily as a random act of kindness for everyone.

*If your idea isn't on my list, I'd like to hear yours.*

- Let the person standing in line behind you at the checkout who only has 1 or 2 items to go ahead of you. It's such an unexpected surprise. A common comment I hear is, "You sure?"
- When there's a military person in front of you (or behind you) and they only have 2 or 3 items that total less than \$5 or \$10, tell the cashier you'll take care of the items. Then thank the person for their service.
- At a drive through and the car behind you has 2-3 kids plus the driver. After you order your hamburger tell the lady on the speaker you want to pay for the car behind you. (Yes you can.) By the time you get to the pay window she'll have their total for you and she gets to tell the driver after you leave "the car in front of you paid for your meal."
- Jot a handwritten note if you can (but email works) to someone in your past who had helped you – thanking them. Be sure to omit the word JUST. (i.e.,

'Just' a note to say...). The word JUST demeans the real meaning. It's not needed.

- Did you receive a gift card you'll probably never use? Maybe a Starbucks \$15 card and you don't drink coffee. Or a \$5 off coupon that will go to waste because you don't shop at that location any more. Surely you can find someone who needs it versus it expiring or being pitched.
- You have some clothes or jewelry you're about to pitch and remember there was someone who told you they really liked that item. Yeah, send it to them with a note. "Believe you liked this on me – it's yours now."

*Have a random act of kindness?*

*Please share with us...*

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1) Compared to a conventional 0W-20 | 2) Vehicles manufactured in Japan | See website for additional details.



When all the variables of a well-orchestrated sales cycle coincide perfectly, the happy ending is a fitting tribute to a seller's long career and a perfect beginning for a new, energetic entrepreneur.

That certainly is not always the case. In fact it's rare enough to be newsworthy. Both foreseen and unforeseen variables occurring

throughout the process can, and often do, negatively impact the time it takes to complete the sales cycle.

In the case of a well-established independent auto service center named Gasoline Alley, the process of analyzing the financials and valuing the business, creating a marketing plan, helping to find a qualified buyer, arranging financing, and closing the deal occurred quickly.

Although every sale of a shop has its own unique set of circumstances, Gasoline Alley stands out as particularly memorable because all of the extensive array of details seemed to align perfectly so that everything that could go wrong ended up going just right. The deal was done and closed in a remarkably short period of time for a selling price that fully satisfied both the seller and the buyer.

In fact, the whole process was completed in a mere 67 days from start to finish!

## Sustaining Cash Flow of the Business

I often inform my clients that, unlike selling a house or other real estate, an automotive business will be viewed by a buyer in terms of its "cash flow," and your potential income stream will be compared by buyers to other investments in the marketplace. Most business owners, and their accountants, do their best to minimize taxes, not maximize profits. Remember that buyers are buying your cash flow more than anything else.

While there are a variety of sophisticated methods of valuing a business, the bottom line is that the sales price of the business will likely translate to a multiple of the cash flow, so everything that can be done to present your business with the highest cash flow will directly result in a higher sale price.

Like many business owners nearing retirement age, the co-owners of Gasoline Alley were just getting tired of running the business. That's only human nature. They did everything right to sustain consistent sales growth and financial success throughout the 15 years of their ownership by building a

successful brand and earning a reputation for "treating others the way we would like to be treated." Right up until the closing date, they worked hard to ensure maximized cash flow.

I couldn't have said it better myself when one of the selling co-owners said, "On the one hand it may seem that it's an odd time to leave when business is up, but realistically it may be just the right time to leave."

## Record-Breaking Speed of the Deal

An important key to a speedy sale is the matching of a realistic seller who understands the dynamics of a properly priced business with a realistic buyer who knows what he or she wants. The work to market the business progressed quickly after a careful analysis, including establishing a mutually agreeable sales price based upon cash flow, producing a comprehensive sales portfolio to attract and inform potential buyers, and posting the business to on-line sites for nationwide exposure.

Then the business was pre-qualified for bank/SBA financing of 85% of the sales price for ten years to qualified buyers. One of the advantages of using the pre-arranged financing is that a buyer can acquire a desirable business opportunity with a bank-specified down payment and the bank will also provide extra working capital financing, if desired by the buyer.



It just so happened that a buyer, who was pre-approved by Wells Fargo Bank and had been looking for several months for an auto service business to buy in a smaller town, saw the listing within a week.

Within two weeks, he signed a purchase contract and we started the financing and closing process immediately. He turned out to be the energetic entrepreneur that the sellers had hoped would continue the tradition of quality customer service and reap the potential rewards of growing the operation to the next level.

The contract committed the sellers to providing some transition training and they thoroughly enjoyed getting to know the new owner better as they handed over the reins.

*For more detailed information on the process of selling your tire and auto service business, or to initiate a no-obligation confidential consultation, call Art directly at 610.722.5636 or visit [www.art-blumenthal.com](http://www.art-blumenthal.com)*

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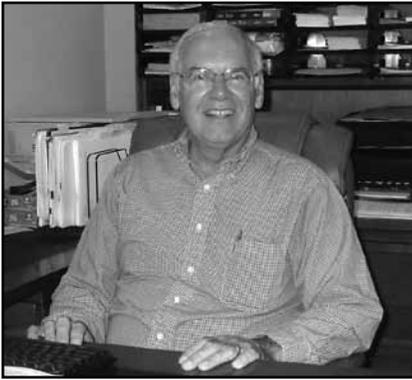
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## Cole's Column

NETSA's **2017 Scholarship Golf Tournament** was blessed to have had another great success and raised over \$12,000 toward our Scholarship Fund. Golf Committee Chair – Jim Melvin Jr, Registration Desk Chair - Jack Kelley

with Rich Tuttle, Tony DeSimone, Steve McGrath and Frank Pascale put on a wonderful event for our 80 players at the Shining Rock Golf Club in Northbridge, MA on September 15th. We wish to sincerely thank the **34 SPONSORS** for their enthusiastic support of our Industry and our Association, the many businesses that supplied us with wonderful items for our Auction and Raffle, and those that bid on the Auction items and bought raffle tickets. We have listed them in this Road Runner.

Our **Scholarship Committee** – Chaired by Larry Lesieur, announced our Twenty 2017 Scholarship Winners in this issue of the Road Runner. We feature eight of those twenty in this issue, and will be featuring the other twelve winners in the Winter Issue of the Road Runner. Congratulations to all.

Our **Benefits Committee** – Chaired by Jack Kelly, met on 9/14/17 to hear presentations from three Companies interested in being a NETSA Benefits Provider. We'll be following up with these Companies and reporting additional Benefits Providers in the Winter Road Runner. It's our desire to continue to offer Benefits to our members that allow you to save money by being a member of NETSA. One member reports to saving over \$7,000 a year and another member has saved over \$10,000 by taking advantage of our NETSA Benefits. We appreciate our many Benefits Providers, and thank them for their support.

Our **Trade Show Committee** - Chaired by Rich Tuttle, has announced next year's Trade Show & Convention will be at the **Foxwoods Resort Casino in Mashantucket, CT on April 6 thru April 7, 2018**. Rich promises another informational and fun event for 2018 with our popular Friday/ Saturday schedule. We'll be mailing out more detailed information to all of you concerning the 2018 event, in January of 2018.

Our **Hall of Fame Committee** - Chaired by Jim Melvin Jr, wants to remind you that any NETSA Member may nominate a person they feel is worthy of this award. **All 2018 nominations must**

**be received** by the NETSA Nomination Committee by **December 31, 2017** at [netsapros@aol.com](mailto:netsapros@aol.com). Please see the information, in this Road Runner, on the Hall of Fame Guidelines

Our **Website & Publications Committee** – Chaired by Mark Rochefort, has just completed an extensive NETSA Website update. Please check it out at [www.netsa.org](http://www.netsa.org)

Our NETSA **Membership Committee** - Chaired by Dale Franklin, has continued to grow this year to **582** paid members. We are very appreciative to all of you who are members during this difficult economy, and our Board is continually striving to ensure your value in being a NETSA Member. We'll send out our 2018 Dues in November, and we encourage you to remain a NETSA member.

*Dick Cole – Executive Director*

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# 2018 Hall of Fame

Nominations now being accepted:  
Deadline is December 31, 2017



## NETSA Hall of Fame Guidelines

All nominations must be submitted to the Hall of Fame Committee by the end of each calendar year by a current NETSA Member, to be considered for induction the next year.

The Hall of Fame Committee will do a background check, by the January Board Meeting, to make sure each nominee meets the requirements to become a NETSA Hall of Fame Member. A Biography of the nominee, listing their qualifications to become a member of the NETSA Hall of Fame will then be written by the Committee.

The Hall of Fame Committee will then place in nomination to the full NETSA Board, the names and Biography of all nominees.

The Full Board will then vote by secret ballot, on the nominees, at their January Board Meeting or by absentee ballot sent to the NETSA President (each Board Member present will be allowed to vote for up to 3 candidates). The President of NETSA will count the votes and confirm the top vote recipients. The 2 living people receiving the highest number of votes, and the 1 historical person receiving the

highest number of votes, will be elected into the NETSA Hall of Fame for that year.

The Induction Ceremonies for the new Hall of Fame members will be held at the NETSA Trade Show and Convention on Saturday Evening that same Spring.

### Criteria & requirements to be considered as a nominee:

- 1) Must have been active in the Tire and/or Vehicle Service Industry in New England for at least 20 years.
- 2) Must have distinguished him or herself in our Industry and Community as a reputable and honored Leader.

## 2018 Hall of Fame Nomination

Name: \_\_\_\_\_

Company Affiliation: \_\_\_\_\_ Years: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_

### Recognition and Awards Received in our Industry:

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### Recognition and Awards Received outside our Industry:

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If more space is needed please use another page and submit together.

Your Name: \_\_\_\_\_ Telephone: \_\_\_\_\_

Fax or Email your nomination to: (207) 846-0987 or netsapros@aol.com by 12/31/2017

# 2017 NETSA Scholarship Golf Tourney

Shining Rock Golf Club, Northbridge, MA

The Road Runner  
Fall 2017

Donor	Prize	Winner	Contest	
NETSA	\$100 Gift Certificate	Dan Greenberg - Team #7	Team Low Gross	60
NETSA	\$100 Gift Certificate	Jay Michelman	Team Low Gross	60
NETSA	\$100 Gift Certificate	Steve Hurwitz	Team Low Gross	60
NETSA	\$100 Gift Certificate	Jim Muccino	Team Low Gross	60
NETSA	\$75 Gift Certificate	Pete Georgantas - Team #2	Team Low Net	43
NETSA	\$75 Gift Certificate	Dave Zawella	Team Low Net	43
NETSA	\$75 Gift Certificate	Mike Morrey	Team Low Net	43
NETSA	\$75 Gift Certificate	Tim Darling	Team Low Net	43
NETSA	\$50 Gift Certificate	Gary Kraft	Longest Putt #1	22'1"
NETSA	\$50 Gift Certificate	Matt Lewis	Closest to Pin #5	20"
NETSA	\$50 Gift Certificate	Anthony Luiz	Closest to Pin #8	9'10"
NETSA	\$50 Gift Certificate	Gregory Serafin	Longest Drive #9	
NETSA	\$50 Gift Certificate	Ryan Getchel	Closest to Pin #12	8'9"
NETSA	\$50 Gift Certificate	Steve Lesieur	Closest to Pin #15	3'2"
NETSA	\$50 Gift Certificate	Carmen Lesieur	Longest Drive #16	
Interstate Batteries	24 - Dozen Golf Balls	6 Balls to each player	Giveaway	
<b>Auction</b>				
Maynard & Lesieur	2 - Red Sox vs Astros 9/28	Dave Ventura	Mohawk Rubber	
Shining Rock G.C..	Round of Golf for 4 People (\$260)	Chris Richards	Max Finkelstein	
Sullivan Tire	Dustin Pedroia Autographed Ball	Jim Melvin Sr	Melvin's Tire Pros	
Cooper Tire	4 - Red Sox vs Toronto 9/25 Loge	Chris Richards	Max Finkelstein	
Mohawk Rubber	4 - Boston Bruins Tickets	Tim Winkeler	VIP	
Reliable Tire	Fitbit Watch	Paul Stanley	Mohawk Rubber	
			Amount Raised	\$1,525
2017	Raffle	\$20 each ticket, \$30(2), \$50(4)		
Maynard & Lesieur	12 Doz Kumho Golf Balls		Raffle	
Town Fair Tire	\$150 Gift Certificate		Raffle	
Mohawk Rubber	Sea Glass Art - Katie Maguire Orig		Raffle	
Mohawk Rubber	Assorted shirts, hats & bags		Raffle	
NAPA	\$150 Gift Certificate		Raffle	
ATD	\$100 Gift Certificate		Raffle	
Nokian Tyre	Many many items(shirts,jackets,		Raffle	
" "	nokian hats, sweatshirts, safety		Raffle	
" "	packages, etc)		Raffle	
Interstate Batteries	12 Doz Golf Balls		Raffle	
			Amount Raised	\$1,930
			Total Raised	\$3,455



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# 2017 NETSA Scholarship Golf Tourney - Sponsors

Shining Rock Golf Club, Northbridge, MA

The Road Runner  
Fall 2017

Item	2017 Sponsor
1st Hole	Melvin's Tire Pros
2nd Hole	Hogan Tire Centers
3rd Hole	Continental Tire
4th Hole	American Tire Distributors
5th Hole	Montvale Tire
6th Hole	Motostar Tire & Auto Products
7th Hole	Nokian Tyre
8th Hole	Cooper Tire
9th Hole	Mohawk Rubber Sales
10th Hole	Carroll Tire
11th Hole	Lappen's Garage Equipment
12th Hole	Stellar Industries
13th Hole	ASA Automotive Systems
14th Hole	TCI Tire Centers
15th Hole	Sullivan Tire
16th Hole	Reliable Tire
17th Hole	Tire Wholesale Whse
18th Hole	Interstate Batteries
Longest Putt - 1st	Pirelli Tire NA
Closest to Pin - 5th	New England Truck Tire/Myers
Closest to Pin - 8th	Auto Zone
Longest Drive - 9th	Max Finkelstein
Closest to Pin- 12th	Max Finkelstein
Closest to Pin - 15th	Falken Tire
Longest Drive 60+ 16th	Interstate Batteries
Low Gross Winners	Hunter Engineering
Low Gross Winners	Maynard & Lesieur
Low Net Winners	Cooper Tire
Low Net Winners	Interstate Batteries
Lunch/Snack	Max Finkelstein
Dinner	Max Finkelstein
Registration Desk	Max Finkelstein/Interstate
Beverage Cart	Hamel's Whsle Tire Center
Raffle Certificate	Town Fair Tire
Raffle Certificate	NAPA Auto Parts



Longest Drive #16 - Carmen Lesieur



Longest Putt #1 Gary Kraft



Low Net - Team #2

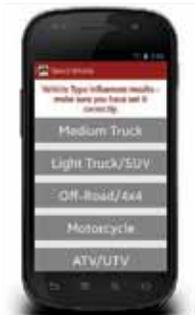


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**TEAM 1**



**TEAM 2**



**TEAM 1B**



**TEAM 3**



# 2017 NETSA Scholarship Golf Tourney

Shining Rock Golf Club, Northbridge, MA

The Road Runner  
Fall 2017

**TEAM 4**



**TEAM 7**



**TEAM 5**



**TEAM 8**



**TEAM 6**



**TEAM 9**



# 2017 NETSA Scholarship Golf Tourney

Shining Rock Golf Club, Northbridge, MA

The Road Runner  
Fall 2017

**TEAM 10**



**TEAM 12**



**TEAM 10B**



**TEAM 13**



**TEAM 11**



**TEAM 14**



# 2017 NETSA Scholarship Golf Tourney

Shining Rock Golf Club, Northbridge, MA

The Road Runner  
Fall 2017

**TEAM 14B**



**TEAM 16**



**TEAM 15**



**TEAM 17**



# 2017 NETSA Scholarship Golf Tourney

Shining Rock Golf Club, Northbridge, MA

The Road Runner  
Fall 2017

Team	Name	Company	Team	Name	Company
1A	Jim Melvin Jr	Melvin's Tire Pros	10A	Chris Richards	Max Finkelstein
	Walter Kenney	Melvin's Tire Pros		Kirk Feinswog	Max Finkelstein
	Chris Cameron	Melvin's Tire Pros		Steve Leblanc	Max F - Merrimack Valley Tire
	Jim Melvin Sr	Melvin's Tire Pros		Al Rivera	Max F - Wholesale Exhaust
1B	Dave Ventura	Mohawk Rubber Sales	10B	Dave Varns	Auto Zone
	Bobby Schlosser	Tire Warehouse - Mohawk Rubber Sales		Keith Post	Auto Zone
	Rich Troupe	Mohawk Rubber Sales		Adam Perez	Auto Zone
	Paul Stanley	Mohawk Rubber Sales		Mark Shallcross	Auto Zone
2	Pete Georgantas	Mohawk Rubber Sales	11	John Waterhouse	TWW
	Dave Zawella	Tire Warehouse - Mohawk Rubber Sales		Ken Aubin	TWW
	Mike Morrey	Tire Warehouse - Mohawk Rubber Sales		Bob Tousignt	TWW
	Tim Darling	Tire Warehouse - Mohawk Rubber Sales		Kevin Ledger	TWW
3	John Pardi	Cooper Tire	12	Anthony Luiz	Interstate Battery
	Steve Mcgrath	Tire Warehouse		Cody Harris	Interstate Battery
	Ellery Barrett	Pirelli Tire		Nate Stawieck	Interstate Battery
	Frank Pascale	Nokian Tyres Yes		Brett Reslow	Interstate Battery
4	Tom Ferguson	Safehold Special Risk	13	Dale Franklin	Partner Tire
	Russell Barrett	Toce Brothers		Mike Baker	Partner Tire
	Carmen Lesieur	Maynard & Lesieur		Larry Cherrier	Partner Tire
	Steve Lesieur	Maynard & Lesieur		Mike Dalley	Partner Tire
5	Shawn Young	Reliable Tire Co	14A	Bob Vacca	ATD
	Bob Grisevich	Reliable Tire Co		Steve Chaput	ATD/BTS Tire
	Brian Murphy	Reliable Tire Co		Spencer Carruthers	ATD/Kenwood Tire
	Eric Rucki	Reliable - Rucki & Son Tire		Steve Small	ATD
6	Jason Weintraub	Myers Tire Supply	14B	Shaun Hanson	ATD
	Greg Serafin	Myers Tire Supply		John Bruhm	ATD/Bruhms Tire
	Justin Montebianchi	Myers Tire - NE Truck Tire		Mike Gagnon	ATD/Mr Gees Tire
	JD Stevens	Myers Tire - NE Truck Tire		Jeff Dyer	ATD
7	Dan Greenberg	City Tire	15	Dwayne Dubey	ATD
	Jay Michelman	City Tire		Kevin Walsh	ATD/Mass Tire
	Steve Hurwitz	City Tire		Kevin Conley	ATD/Long Distance Tire
	Jim Muccino	City Tire		Kevin Kraft	ATD/Kraft Tire
8	Bruce Jergensen	Nokian Tyres - CT	16	Mark Rochefort	Vermont Tire
	Dave Smith	Nokian		David Butterfield	Vermont Tire
	Dennis Kelly	Nokian - Kelly's Tire		Tom Austin	Vermont Tire
	Barry Steinberg	Nokian - Direct Tire		Ryan Getchel	Vermont Tire
9	Matt Lewis	Max Finkelstein	17	Bob Katz	Nu-Tread Tire
	Lou Patrick	Max F - Desantie Tire		Gregory McCullough	Continental Tire
	Tim Winkler	Max F - VIP Tires & Service		Kevin Griffin	Griffin Financial Planning
	John Quirk	Max F - VIP Tires & Service		Tony Koles	Montvale Tire



Closest to Pin - Hole #12 - Ryan Getchel



Closest to Pin - Hole #5 - Matt Lewis



Closest to Pin - Hole #8 - Anthony Luiz



Longest Drive - #9 - Gregory Serafin



Closest to Pin - Hole #15 - Steve Lesieur

**2017 NETSA  
Scholarship Golf Tournament**

*continued on pg. 1*

Greenberg, Jay Michelman, Steve Hurwitz and Jim Muccino.

Again thank you for your contributions and we look forward to a bigger and even better event next year. Make sure to mark your calendar for September 2018 ( date TBD) register early to be part of a great tournament that supports the education of our NETSA members.



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# 2017 NETSA Scholarship Golf Tourney

Shining Rock Golf Club, Northbridge, MA

The Road Runner  
Fall 2017



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# 2017 NETSA Scholarships Awarded

By Larry Lesieur, Scholarship Committee Chair

The Road Runner  
Fall 2017



We are very happy to announce the winners of our 2017 NETSA Scholarships. Through the support of all our sponsors we were able to provide twenty deserving students within our membership, with \$2,000 scholarships towards their college tuition.

Twenty scholarships are the most we have ever given, surpassing last year's total of nineteen awards. We received over 40 applications this year, which is the second most that we have ever received. Each Scholarship consists of \$1,000 received from our generous sponsors and is matched by another \$1,000 raised from supportive NETSA members through their participation in our annual Scholarship Golf Tournament and from the auction at our Hall of Fame Dinner during the annual NETSA Trade Show.

Please join us in congratulating this year's deserving recipients. The winner of the Sullivan Tire Family of Employees Award sponsored by Sullivan Tire is Julie Appelstein of Maynard and Lesieur attending American University as a Freshmen. The Mohawk Rubber Sales Award goes to Courtney Morin of County Tire Center attending Paul Smith's College as a Freshmen. Julia Pardi of Cooper Tire attending the University of New Haven as a Freshmen, has won the Melvin's Tire Pros Award. The Town Fair Tire Award goes to Kaylee Smith of Freedom Auto attending Boston University as a Freshmen. American Tire Distributors awarded its scholarship to Jamie Solimine of Dorchester Tire attending Bridgewater State University as a Junior.

Donations collected at the Sullivan Tire trade show booth at the NETSA Trade Show this year and Sullivan Tire have funded the Tim Haley Award which goes to Jessie Melvin of Melvin's Tire Pros attending Saint Joseph's University as a Freshmen. Michael Rucki of Rucki and Son Tire received the Max Finkelstein Award and is attending Bryant University as a Sophomore. The Nokian Tyres Award this year goes to Danny Gillotti of Hogan Tire in Houlton Maine attending the University of Maine - PI as a Freshmen. The William J. Clark Award sponsored by Cooper Tire was again presented to Angela Dupoise of County Tire who is attending Castleton University as Junior. Tom Lyon's Tire awarded its scholarship to Kelsey Desjardin of Nokian Tyres who is attending the University of New Hampshire as a sophomore.

Pete's Tire Barn has graciously again sponsored two scholarships, one of which went to Jonah Houle of Melvin's Tire Pros who is attending Rhode Island College as a Sophomore while their other

scholarship was again presented to Joseph Peterson of Town Fair Tire who is at the University of Florida. The winner of the Leo H. Lesieur Award sponsored by Maynard and Lesieur was again Connor McDermott of Mohawk Rubber Sales who attends the University of Alabama as a Junior. Safehold Special Risk awarded its Robert J. Sullivan scholarship to Brianna Fadden who is attending the University of Chicago as a Freshmen. Ari Theilman of GT Silver City Tire attending Central CT State University as a Junior again received the Bob Malerba/ Connecticut Tire Dealers Award sponsored by the Connecticut Tire Dealers.

Rounding out our 2017 NETSA Scholarship Award recipients are Haley Denis of Pete's Tire Barn and attending Fairfield University as a freshman was given the Kelly's Tire Inc. Award. Connor Boucher of Granite State Tire and Battery attending Southern Maine Community College as a Junior was again the recipient of the Reliable Tire Co. Award. Lillian Furrier of Hogan Tire in Mass. attending Bentley University as a Senior was again presented with the Myers Tire Supply Award and Joseph Zaccheo III of Sullivan Tire and attending Northeastern University as a Senior was again the recipient of the Kurtrick Schlott Award sponsored by Mohawk Rubber Sales, DPH Inc. and myself. Kerrigan Davis of Nokian Tyre's attending Castleton University as a Freshman was the recipient of our newest NETSA scholarship, the Auto Zone Award.

Due to limited space in our Road Runner, we will present biographies of around half of the 2017 NETSA Scholarship winners in our Fall issue, and the rest will be published in our Winter issue. Thanks again to all our scholarship sponsors and to those members who have contributed matching funds either through our annual Scholarship Golf Tournament and/or the Hall of Fame Dinner Auction. Without all of you we could not have awarded twenty \$2,000 scholarships to these very deserving students who have worked hard and accomplished so much in their young lives. These students are our future and deserve our continued support.

Next year we are again authorized by the Board to award up to 20 NETSA scholarships and hope that through your continued support we can give away another \$40,000 in 2018. Please let Dick Cole know if you are interested in giving a scholarship next year. From 2003 to now, we have been able to fund over a quarter million dollars (\$296,000) in scholarships through the NETSA scholarship program. I am very proud of that fact, and you should be too. Our Association does a lot of good things for its members and the awarding of scholarships is right up there at the top. On behalf of the Scholarship Committee and the NETSA Board of Directors, thanks to everyone involved in this worthwhile endeavor and KEEP UP THE GOOD WORK!

## Welcome New Members

Business	Address	City	ST	ZIP	Contact	Contact Person
Chet's Auto Parts	185 Welton Street	Hamden	CT	06517	203-787-2277	Peter Saulanpco
Tire Warehouse	930 Deering Center Road	Deering	NH	03244		David Zalewa
ESTI Warehouse Inc	410 Long Island Ave	Wyandanch	NY	11798	631-491-0747	Ed Roarty
Advance Auto Parts	6 Anglewood Ave	Johnston	RI	02919	401-300-6213	Troy Turcotte Sr

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Picture (Dick Cole – NETSA Exec. Dir., Connor, Michael Boucher – Father))



Picture: (Dick Cole – NETSA Exec. Dir., Lisa Dupoise – Mother, Steve Dupoise – Father, Angela, Mark Rochefort – NETSA Board member representing Cooper Tire)

**Connor J. Boucher** – Winner of the \$2,000 Reliable Tire Co. 2017 Scholarship Award (funded by Reliable Tire Co. and the NETSA Scholarship Golf Tournament) is from Hooksett, New Hampshire.

He attended Pembroke Academy, Pembroke, New Hampshire, graduating in 2015 as an Honor Student with a Cumulative GPA of 91.94. During his four years there, Connor received the Coaches Award for Academics in 2014, the New Hampshire Scholar Athlete Award in 2015, was Class President in both his Junior and Senior years, a three year member of the National Honor Society, and a member of a volunteer organization called the Key Club.

Connor volunteered each summer for the PYL (Pushing Your Limits) Orientation Program and was elected Senior Leader of that program in the summer of 2014. Sports were an important part of Connor's high school years. He participated in Varsity Basketball for 4 years (Captain SR Year), Varsity Football, Varsity Cross Country. Along with his busy schedule, Connor was able to devote time for both the Yearbook committee and Media club.

Passionate about becoming a member of the Hooksett Fire Department, Connor spent two summers riding with this Department, developing more of a public service spirit. Connor is a recent graduate of the Concord Regional Technical Center's Fire Science Program and also earned "Fire 1" from the New Hampshire Fire Academy. He is presently enrolled in the Fire Science program at Southern Maine Community College, and plans to graduate with an Associate in Applied Science (A.A.S) degree for Paramedicine. Connor is part of their Public Safety Live-in-Program which enables full-time students to reside in a firehouse while acquiring on-the-job experience. Connor's goal is to work in fire/rescue and emergency medicine, and to give back to his community by becoming employed as a firefighter/paramedic.

Paul Famulari, Dean of Students at Pembroke Academy said "Rarely does an administrator have the good fortune to come to know a student of Connor's caliber. His leadership transcends the co-curricular realm, when you consider that Connor is a vibrant and active participant in volunteerism and community service-based opportunities. Connor Boucher is a superbly well-rounded young man and a fine representative of our school community. He is well liked and respected by one and all."

Connor's father is Michael Boucher, who is Vice President of NETSA Member Granite State Tire & Battery in Manchester, New Hampshire. Congratulations, Connor.

**Angela N. Dupoise** - Winner of the \$2,000 William J Clark 2017 Scholarship Award (funded by Cooper Tire and the NETSA Scholarship Golf Tournament) is from New Haven, Vermont where she attended Mt. Abraham Union High School, graduating in 2015.

Angela played basketball all four years of high school. In her junior year, they won the state championship title. In her freshman year, Angela was manager of the JV softball team and went on to play for the JV team her sophomore year. Angela also played AAU Basketball for Valley Magic. She attended several summer basketball camps.

Angela was a member of the drama club for four years. She was a member of the cast in *Singing in the Rain*, *The Wizard of Oz*, *A Christmas Carol* and *Shrek the Musical*. In her senior year of high school, she played Alice in *Alice in Wonderland*.

During her senior year of high school, Angela participated in an Independent Study Program at Beeman Elementary in New Haven, Vermont. She volunteered as a duo assistant in a kindergarten and first grade classroom. Working around her schedule, Angela also volunteered to help children in the second grade. She was both patient and supportive of the students, helping them with math assignments and other school projects.

Kathy Sagendorf, Beeman Elementary School Teacher, said "she is a kind and compassionate young woman, she shows lots of initiative, is personable, conscientious, and encouraging to younger students... Her times with us clearly illustrated her ease when working with children. She is a real natural and responsive to what my students need."

Angela works summers in the grant funded program, Leaders in Training sponsored through the Mary Johnson Children's Center in Middlebury, Vermont. The New Haven Summer Program provided an opportunity for Angela to not only give back to this community, but to oversee and engage with the children enrolled in this summer program. Angela has also worked as a Recreational Assistant through the Mary Johnson Children's Center since June of 2014. Her responsibilities include preparing meals, helping children with homework, playing games and ensuring the children's safety. Since November 2015, she's also been working for Olympia Sports in Middlebury, VT.

Angela attends Castleton State College in Castleton, Vermont, as a Junior majoring in Elementary Education, with a minor in Music and earning a 3.66 GPA. She is the V.P. of Castleton's University Choral and is the Treasurer of the American Choral Directors Association. Her desire is to teach elementary children and simultaneously obtain her Master's Degree.

Her father, Stephen M. Dupoise, is owner of NETSA member Country Tire Center, Middlebury, Vermont. Congratulations Angela.

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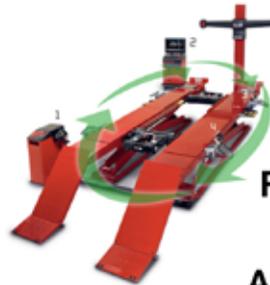
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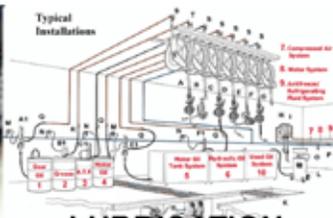
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Picture: (Matthew Furrier - Father, Jason Weintraub - Myers Tire Supply, Lillian, Julie Furrier - Mother, Dick Cole - NETSA Executive Director)

**Lillian E. Furrier** – Winner of the \$2,000 Myers Tire Supply 2017 Scholarship Award (funded by Myers Tire Supply and the NETSA Scholarship Golf Tournament) is from Wilmington, Massachusetts.

Lillian attended Wilmington High School, Wilmington, MA, graduating in 2014 with a 3.85 GPA. During her four years there, Lillian was a member of DECA, a business competition club. She competed in the State tournament and placed in both solo and team events. For four years, Lillian was a member of two community serviced based clubs (Rotary Interact Club and the Bread and Roses Club) while in high school. The Rotary Interact Club organized both senior citizen events and community events around town. The Bread and Roses Club supported the Bread and Roses Soup Kitchen in Lawrence, Massachusetts. Once a month, Lillian would prepare a chicken dinner and bring it to school where it was then combined with other students contributions for the Soup Kitchen in Lawrence. She also participated in several projects through her church, St. Thomas of Villanova.

Lillian has been dancing since pre-school. She started competing solos in national competitions her freshman year of high school and has won several first place trophies and placed best in several national competitions. Lillian has also placed in team competitions. Kathaleen Rooney-Gray, Owner/Director of The Dance Company, said “Lillian has assisted in class as well as taught on her own. During this time I have witnessed her tremendous growth and development. Lilly quickly learned to manage her time, work in group situations under deadlines and to recognize the importance of a strong work ethic and persistence. Lilly is an ambitious leader and a terrific team player.”

Lillian is attending Bentley University in Waltham, MA as a Senior majoring in Accounting and on the Dean's List. She received an internship at Fabtron Corporation in Waltham, MA where she worked in both the A/R and the A/P areas gaining great experience in the accounting field. Last year she had an intern position with Sovos Compliance, which is a tax and financial reporting compliance software company. This year she was accepted to work at the Ernst & Young Emerging Leaders Summer Program. She's also continuing her love of dancing as a member of the Bentley Competition Dance Team. She was also a Bentley Game Day Dance Team member which cheers and dances at all Bentley Football and Basketball team's home games, and Lillian received their 'Team Spirit Award' last year. Her future plans are to graduate with a Bachelor's of Science in Accounting, and then pursue her Master's Degree in her 5th year. After graduating, she would like to go into public accounting.

Lillian's father is Matthew Furrier, who works for NETSA member Hogan Tire Center, Inc., in Woburn, Massachusetts as their Controller. Congratulations Lillian.



Picture: (Katie Maguire – Mohawk Rubber Sales and NETSA Director, Joe III, Joe Zaccheo – Father, Dick Cole – NETSA Executive Director)

**Joseph M. Zaccheo III** – winner of the \$2,000 Kurtrick Schlott 2017 Scholarship Award (funded by Mohawk Rubber Sales, Larry Lesieur and the NETSA Scholarship Golf Tournament) is from Hanson, Massachusetts. He is a 2013 graduate of Boston College High School, Dorchester, Massachusetts and is presently a Senior at Northeastern University in Boston, Massachusetts, majoring in Civil Engineering.

While in high school Joseph was a member of the National Honors Society, Indoor and Outdoor Track and Field teams, Senior Mentor Program and an assist. coach for the Freshman Soccer team.

At Northeastern University, Joseph is both a member of the American Society for Civil Engineers (ASCE) and the Society for Automotive Engineers (SAE). He has been on the Engineering Dean's List for his first six semesters at Northeastern and inducted into two different honor societies (Tau Beta Pi and Chi Epsilon) requiring the student be in the top 6% of their engineering class. He was selected to enroll in a BS/MS Program in Civil Engineering which will allow him to graduate with both a bachelors and a master's degree in Civil Engineering while only taking four extra classes. Joseph presently plays on an intramural flag football team.

Since 2012, each summer Joseph is employed at Sullivan Tire Company, Inc., as a warehouse worker, unloading tires off trucks and eventually transporting them to their respective location in the warehouse. In the summer of 2014, he was employed at Bay Colony Investigators, working such events as parking lot detail or checking the bags of the guests as they entered an event.

As part of the curriculum at Northeastern University, Joseph has been given the opportunity to enroll in a Cooperative Education Program where he takes a six month period off from school and works full-time for a company that specializes in his major. Joseph worked for J. F. White Contracting from January – June 2015 in their preconstruction office and is currently working in his second cooperative education experience with DN Tanks.

Mr. Gregory Sugarman, Civil Engineer with J. F. White Contracting Company, says “Joe is one of the best interns I have worked with in my 10 years with J. F. White. Joe has very strong interpersonal skills, which in this business, is one of the most important aspects of being successful. He is well spoken, a quick learner and understands his task with minimal explanation. Joe also takes responsibility and ownership for his assignments and always follows through with seeing his tasks to completion where most people take a long time to develop that skill.” His father, Joseph M. Zaccoco, works for NETSA member, Sullivan Tire Company as Chief Operating Officer in Norwell, Massachusetts. Congratulations, Joe



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Picture: (Dick Cole – NETSA Executive Director, Leonard McDermott – Father, Casie McDermott – Mother, Connor, Larry Lesieur – Maynard & Lesieur and NETSA Director)

**Connor J. McDermott** – Winner of the \$2,000 Leo H. Lesieur 2017 Scholarship Award (funded by Maynard & Lesieur and the NETSA Scholarship Golf Tournament) is from Hingham, Massachusetts.

Connor is a 2015 graduate of Hingham High School, Hingham, Massachusetts and is now a Junior, majoring in accounting and earning a 3.88 GPA at the University of Alabama, in Tuscaloosa, Alabama.

Connor played football for all four years of high school and was awarded “Best Teammate” in his senior year. He was a member of the National Honor Society from 2011 through 2015, winning the Century Club Award given to the top 25 students in each grade and awards for Outstanding Achievement in English, Outstanding Achievement in History and Excellence in Oceanography.

His community activities included: tutoring classmates, community service, counseling special needs children in sports, assisted the Hingham Food Pantry by packaging food for those in need during the holiday, volunteered his time to the Hingham Fourth of July parade committee where he participated with fund raising and parade day activities. Connor twice attended summer Catholic mission trips, building handicap ramps and painting homes of the elderly. Presently, Connor is a member of Al’s Pal’s, a mentoring program of Tuscaloosa school children where his fluency in Spanish has enabled him to better communicate with students.

Mr. Brian P. McGeoghegan, President of Mohawk Rubber Sales, said “I see one trait that stands above the rest that overwhelms me as I offer recommendation, for Connor possesses an organized drive, work ethic, kind heart and caring spirit. His leadership qualities combined with his spirit to help, allows me with complete confidence to recommend Connor McDermott for scholarship consideration by NETSA.”

Ms. Kelly McPeck, School Counselor, for Hingham High School stated “Conner is diligent, driven, sincere and respectful.” “He sets goals for himself and regardless of setback, he manages to persevere and succeed.”

Connor’s goal is to become a certified public accountant. Pursuit of this goal will require a five year undergraduate degree or an additional year in a Master’s program. Connor will weigh these options as he progresses in his education. His minor in Spanish will help to enhance his language skills and enable him to pursue opportunities with multi-national organizations. Connor will strive to grow personally and become a contributing member of our global society.

Connor’s father is Leonard McDermott, who is the Controller of NETSA Member Mohawk Rubber Sales in Hingham, Massachusetts. Congratulations Connor.



Picture: (Bill Pawlak – Town Fair Tire, Dick Cole – NETSA Executive Director, Joseph, Tom Lake – Pete’s Tire Barn,)

**Joseph J. Peterson** – Winner of the \$2,000 Pete’s Tire Barn 2017 Scholarship Award (funded by Pete’s Tire Barn and the NETSA Scholarship Golf Tournament) is from East Haven, Connecticut.

Joseph graduated from East Haven High School, East Haven, Connecticut in June 2015 with a 4.04 GPA. During his years of high school and college, Joseph worked three years at NETSA member Town Fair Tire in East Haven, Connecticut. His various responsibilities included filing and scanning documents for the accounting department. Joseph also worked for a short time in the carriage department of Expect Discount Grocery.

Since the age of ten, Joseph has volunteered as an alter server at his church and at the church’s annual carnival. While in high school, Joseph was Vice President of the National Honor Society, an active member of the jazz band, a four year member of the golf team, and a two year member of the marching band. Joseph was a member of the student ROPES Club which promoted positive choices, and to engage the student body into to becoming connected through many activities. Joseph was also a four year member of Students against Destructive Decisions (SADD). He is a CAPT scholar and received the Saint Michael’s book award.

Michele Madonna, East Haven High School Counselor, has said “Joseph is a young man who, from the first day, I met him, I knew was someone very invested in his future and going to take advantage of all he could academically. Joseph is that behind the scenes student who quietly achieves and is humbled by all he accomplishes. His drive and commitment to his goals tells me he has great promise for success as a college student.”

Joseph is attending the University of Florida in Gainesville, Florida as a Junior this year. Science is a passion of Joseph’s, therefore, his plan is to major in biological engineering. His desire is to be able to help millions of people by finding cures for both diseases and ailments that afflict so many in today’s world and ultimately become a pediatrician.

Congratulations Joseph



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Picture: (Laurie Rucki – Mother, Michael, Alex Rucki – Father, Dick Cole – NETSA Executive Director)

Michael J. Rucki – Winner of the \$2,000 Max Finkelstein 2017 Scholarship Award (funded by Max Finkelstein Inc and the NETSA Scholarship Golf Tournament) is from Ludlow, Massachusetts.

Michael graduated from Holyoke Catholic High School, Chicopee, Massachusetts in June 2016 is attending Bryant University, Smithfield, Rhode Island, as a Sophomore. Michael has chosen Marketing as his major with an anticipated date of graduation in June 2020.

In high school, Michael participated in both the indoor and outdoor varsity track teams and was the recipient of many awards. Michael tutored Chinese foreign exchange students and helped to teach them more about the American culture. He was accepted into the National Honor Society last fall.

Michael volunteered at a local organization that had a goal of providing supplies to expectant mothers who did not have the money to get everything they needed to care for their child. For two Christmas seasons, Michael helped to wrap gifts at the local mall to benefit VNA Hospice. He contributed to a Christmas project that provided gifts for the children of incarcerated parents. Michael felt that the most substantial project he participated in was to serve a year on the Pastoral Council at his parish. In this position, he attended monthly meetings and gave his input on events.

From 2013 to 2016, Michael worked at Rucki and Son Tire during summer months, after school and between his sports participation. He also worked mowing neighbor's lawns, painting for neighbors and washing cars. This year, Michael worked at Burke Chevrolet learning the business and helping market cars online and managing their website.

Dr. Corinne D. Morgan, Holyoke Catholic High School, said "His intelligence alone makes him stand out, but it is compassion and kindness for others that truly make him a special student. Michael goes out of his way when doing group work to help those who are struggling. He will add intelligence and energy to any classroom, pushing both group discussions and himself to their highest academic potential."

Michael wants to combine his love of cars and numbers by working in a career based around them. With a degree in marketing, his dream of either selling cars, working in a finance department of a car dealership or working in Marketing would be suitable for him. Michael would like a position that makes it feel as though he never has to go to work and a career centered on automobiles would make that possible.

Michael's father, Alex Rucki, is owner of NETSA Member Rucki & Son Tire in Holyoke, Massachusetts. Congratulations Michael



Picture: (Dick Cole – NETSA Executive Director, Ari, Blaise Pascale – CT Tire Dealers and NETSA Director, Gene Thielman – Father)

Ari Thielman – Winner of the \$2,000 Bob Malerba/CT Tire Dealers 2017 Scholarship Award (funded by Connecticut Tire Dealers and the NETSA Scholarship Golf Tournament) is from Meriden, Connecticut, where he attended H.C. Wilcox High School, graduating in 2015.

Ari competed two consecutive years in Skills USA, volunteered at local elementary schools helping with holiday fairs and special events for the students and during his senior year of high school, mentored incoming freshmen students to help them transition into a new learning environment. Because Ari maintained a high honors grade point average during all four years of high school, he qualified to tutor students in a variety of subjects.

He played for the school golf team and received the Most Improved Player Award as well as earning medals for six matches in this sport. Ari was most proud of his award for four years of perfect attendance in high school.

Ari has been described as being expected to attain all of his goals after graduation by his Math Instructor, Steven M Wodarski; as a serious, energetic, organized young man who reasons well, solves problems and clearly communicates his ideas verbally as well as on paper by John Nylander, US Modern History Instructor; and as being most impressive with his accomplishments, he remains humble and appreciative of his success by his Social Studies Teacher, Sarah Martorelli.

Ari spent the last four summers working at his father's business, G. T. Silver City Tire Company. As Ari's skills and knowledge increased, he was moved into other important facets of the business, taking with him much needed knowledge to become successful in his own life.

He is attending Central Connecticut State University as a Junior and plans to graduate with a Bachelor of Science Degree with a major in Business Administration and a minor in Mechanical Engineering. After graduation, Ari's desire is to work for his father in order to learn the various aspects of running a successful tire and auto repair shop. He desires to either partner in his father's tire and auto repair company or develop his own successful tire and repair business.

Ari's father is Gene Thielman, President/Owner of NETSA member G. T. Silver City Tire Company in Meriden, CT. Congratulations, Ari.

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**Does your business have an online presence?** If so, are you doing all you can to ensure its virtual success? If not, what are you waiting for? Let's take a sneak peek at some statistical findings from the [Pew Research Center](#). According to their most recent studies on the use of internet and technology it was found that:

- Roughly three-quarters of Americans, or 77%, now own a smartphone, which nearly doubles the former findings since the Center began its research in 2011.
- As of November 2016, nearly three-quarters, or 73% of Americans indicate that they have broadband service at home.
- Nearly seven-in-ten Americans now use social media. When the Center started tracking social media adoption in 2005, just 5% of Americans said they used these platforms. Today, 69% of U.S. adults are social media users.
- Half the public now owns a tablet computer. When the Center first began tracking tablet ownership in 2010, just 3% of Americans owned a tablet of some kind.

As you can see, now more than ever before, an online presence for your business is significant. And not just any online presence, but a quality one that provides a sense of credibility and legitimacy, turning its visitors into leads and sales, and contributing to the success of your business.



**First impressions matter.** If your business has a website, rest assured that internet users are navigating to it to formulate their opinion, to see what other people have to say about you, and to "screen" shop your services and products, which is much like window shopping, but with the ease of never having to actually visit your business's location.

Your business can now be accessible to the masses thanks to technology. Therefore, it's vital to have a way for potential clients to find you with the swipe of their fingertip and also to ensure you have a website that makes a good impression.

So, how do you go about trying to meet your customers' needs online?

## Let's Talk Internet Marketing Best Practices

There are several factors that play into the creation of a well-made website that will help your business's online presence generate traffic and rank effectively:

### Design & Layout

Visual presentation plays an important role in the functionality of a website. A high-performing website will provide a positive user experience. It helps to have a **responsive** web design. What makes a website responsive? Responsive design helps to generate leads and sales without any limitations based on user devices. So, customers can find your **automotive service site** on their tablet, smartphone, smart watch, etc., viewing your website efficiently from any screen size.

### Content

Content is the reason why visitors come to a site. They are seeking information about your business and its services. The key is to provide relevant content that is easy for visitors to digest. Too much or too little and your visitors might go elsewhere to find what they're looking for. Check out what Moz has to say about content regarding **search engine ranking**. By providing unique content that moves beyond self-promotion and is easily digestible to the user, your website offers valuable information.

### Calls to Action

Calls to action within a site's content and design come in the form of clickable links or custom buttons. It entices a visitor to take action beyond the page they are on, an action like submitting a form, requesting a quote, purchasing a product, or even just clicking a link that leads to another page with relevant information. Through a CTA, a user moves to take a specific action that will benefit your business. And action is what it's all about.

### Credibility

A business with an online footprint is a business that can be found, recognized, and confided in. From building a solid and consistent brand across all channels, to maintaining an active social media presence, gaining positive reviews, managing your online reputation with products.

### Mobile Viewability

More and more people are looking at your site from a mobile phone or web-enabled device. It seems like anything with a screen and a microchip in it is capable of getting on the internet these days. Make sure your site is viewable on a mobile internet-enabled device.

### Search Engine Optimization

A strong SEO foundation puts proven strategies to work and improves your ability to get found.

#### Look for:

- Keyword research performed for your business and target geographic
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- Relevant industry content
- Local directory management
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## Sullivan Tire Acquires Tom Lyons Tire of Waltham, MA.

Paul Sullivan (VP Marketing –Sullivan Tire) said “Tom Lyons Tire, and the Garzone family, have done a wonderful job serving



Waltham and the surrounding communities for many, many years and we are thrilled to have this opportunity to continue that great tradition in the Sullivan Tire way.” Mike Garzone (former location owner) replied “We’ve known the Sullivan Tire family for a long time and respect the way they do business so this was a perfect fit for us.” Many of the existing Tom Lyons Tire staff will be staying on as Sullivan Tire employees.

**NETSA Hall of Fame Nominations** are open for any NETSA Member to nominate a person they feel is worthy of this award. See page 11 for more information on the Hall of Fame Guidelines.

All 2018 nominations must be received by the NETSA Nomination Committee at netsapros@aol.com by December 31, 2017.

**NETSA 2017 Trade Show Dates Are Announced.** Rich Tuttle, Chairperson of the Trade Show Committee, has announced that the NETSA Trade Show & Convention will be held at The Foxwoods Resort & Casino on April 6th & April 7th, 2017 in Mashantucket, CT. Full details will be available the end of January 2018

**Town Fair Tire Centers** builds two new stores. A five bay store was built in Londonderry, NH. and an eight bay store was built in Williston, VT. This gives our NETSA member a total of 95 outlets.



Traffic leaving Florida in preparation for Hurricane Irma. Image courtesy of Dick Cole.

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# NETSA Membership Benefits

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Fall 2017

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### **Merchant Partners**

**Sales** (866) 814-4083

- Meet or Beat pricing for NETSA Members
- They also Process Industry & Fleet Cards
- Check Guarantee Service

## Legislative Monitoring

NETSA and its members are constantly monitoring the State Legislative activities



concerning the Tire & Automotive Industry in all six New England States. We have actively participated in representing our members views on many such Legislative issues

## Oil Products

### **GH Berlin Windward/Valvoline:**

Jim Rogers (860) 250-2076

- Valvoline Quality Products - Motor Oils, Trans Fluids, Grease, Oil & Air Filters, Fuel Inj. Cleaners, Antifreeze & Wiper Blades all earning rewards points/money.
- Free Valvoline POS Imaging & Training
- VPS Equipment & Marketing Program

## Online Reputation Management

**WECnology, LLC/Certified Reputation Services:**

Wayne Crosswell (603) 249-5530

- Online reviews matter.
- NETSA members save 10%

## Publications

Road Runner - Our Newsletter is published four times a year with Information & fun articles. Free to members.

## Retirement Planning

### **Griffin Financial Planning LLC**

Kevin Griffin (781) 783-2232

- An Independent sole advisory firm, providing Flexible workplace retirement plan options for plan sponsors and their participants
- Offers Fiduciary services at a reduced flat fee. While also reducing your personal liability
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## Social Media

### **Optimize Social Media**

Ben Moore (218) 213-2251

- Creation, Manage & Maintenance of: Facebook, Twitter, Google, Yelp & You Tube with a dedicated account manager

## Scholarships

As a member business, your employees & their dependents qualify for Academic Scholarships.

- This year NETSA and our sponsors, will provide nineteen \$2,000 scholarships to member employees, their spouses, and their dependents

## Trade Show & Annual Meeting

- 40 Plus Exhibitors with over 110 booths.
- Free Training Seminars
- Annual Luncheon Meeting with Keynote Address by an Industry Expert.
- See old friends and meet new ones at our Wine & Cheese Reception & Dinner
- Prizes & Fun for the entire family.

## Training

- During our Annual Trade Show, NETSA Offers valuable seminars for owners and managers. These are free for our members.
- We also participate in TIA's Certified ATS Program for Tire Technicians, the TPMS Program, and the CTS Truck Tire Program.

## Vehicle Video

### **Get Transparency**

Warner Jones (508) 523-5151

- Provides software, dashboards and the process to create, distribute and track videos of needed repairs to customers vehicles
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## Web Site

### **Net Driven:**

sales@netdriven.com (877) 860-2005 x298

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email: netsapros@aol.com  
website: www.netsa.org

# The Road Runner

*The Newsletter of New England Tire & Service Association*

*Mark your Calendars*  
**2018 NETSA Trade Show**  
Foxwoods Resort & Casino - Mashantucket, CT  
*April 6 & 7, 2018*

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