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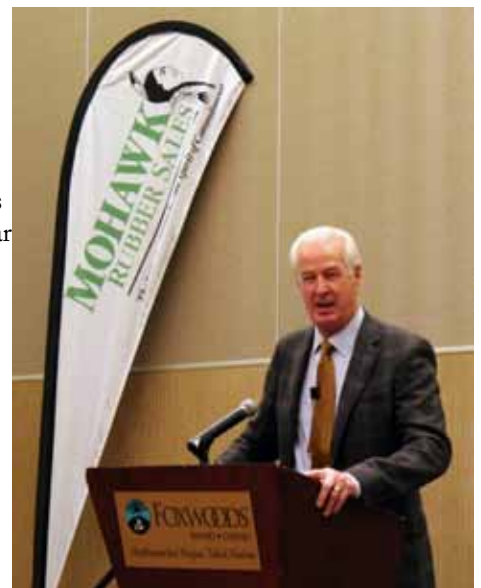
## Always something New at the Trade Show

by Rich Tuttle, Chairman of the Trade Show & NETSA Vice President

Recently I visited a customer who didn't come to the trade show. I asked him why he didn't attend this year's Trade Show at Foxwoods. I know he went the year before and had a great time. He said he believed it would be the same as last year's and there wouldn't be anything new- so why go. I explained that just because it's at the same place doesn't mean it's the same show. There's always something new at the Trade Show. New exhibitors, new products, new seminars, new information, new keynote speakers, and new Hall of Fame inductees. Besides, where else can you go to meet fellow tire dealers [just like you] to talk with and share stories and information? To survive in this business you need to be on top of what is going on in the industry. The Trade Show does just that by being a new show year after year. I would urge him and all who thought the same to come and see for yourself in 2017.

The 2016 Trade Show at Foxwoods on April 8th and 9th was another very successful show. We had 49 Exhibitors taking up 115 booths. This is up from last year [45 and 109] meaning it was another sell out event. We made a few small changes to load in and load out to make it go quicker and smoother than last year. I think these changes worked and will help us with further shows. We at NESTA would like to thank all Exhibitors for coming and their support. We had 835 attendees at this year's show. This is our second largest attendance ever and our third year in a row increase. Which means we have increased every year since coming to Foxwoods. We at NESTA would like to thank all who attended.

We at NESTA would like to thank Dr. Jim Lonborg (pictured right) for being our 2016 keynote speaker at our luncheon. We normally have a tire manufacturer speak, but once in a while we like



*continued on pg. 12*



Another year and another excellent trade show has come and gone. I am left with appreciation for all the people who volunteered their time to make this show happen: all of our sponsors, our exhibitors and presenters that gave the show value, and of course, all the

members and non-members that patronized the show to learn, buy and socialize.

One theme from the event sticks with me, and that is a feeling of strength. This was one of our best and most well attended trade shows ever. There was a waiting list for vendors wanting to show their wares, and we had more presenters wanting to teach than we had space for. This happened while around the country many tire and service trade organizations are on the decline or dissolving completely, leaving the businesses in their areas exposed and uninformed. Not only does our organization continue to grow, but it is becoming stronger. Our strength as a unified group has become enviable and this is made even more apparent at our trade show. I met many people from Eastern New York, Long Island and New Jersey who attended our trade show because there is nothing in their area anymore. These are industry professionals who have the same need for information and trade, but unfortunately do not have the focus and organizational strength that NETSA does.

Once again, the value of the Saturday morning seminars was expressed to me over and over by many members. And not only do our members appreciate the free education, but the presenters are eager to be a part of our event as well. When I asked the OSHA educator to present for a second year in a row, I was surprised at how enthusiastic he was to come again. He said of all the organizations he works with, ours was his favorite (due to our member engagement and their interest in running great businesses), and that he would come anytime. His talk highlighted the importance of keeping up on compliance and regulation. We learned that current fines are increasing 70% for violations. We also learned that many of us were not storing our cutting torch tanks in compliance with the new regulations.

In addition to a sense of pride, I am filled with a sense of responsibility. Our organization is successful because of the constant involvement from our members and our board. Many other regional associations were also strong in the past, and possibly that strength was their downfall. When everything is going right and things are rolling along with little effort, it can be easy to forget all that it took to get to that point.

The truth is that the only way we can continue to grow is through your involvement, especially from the younger

generation. Our board has an amazing depth of experience, but some members have retired this past year and that trend will continue. Involvement from the new generations is the only way our organization will continue to grow and thrive. We are looking for new blood on our board. We need new board members that are engaged in their businesses and who want to improve the industry and our region. The fact is that being involved with the board is not just a selfless act. In the decade that I have been on the board, it has improved my business in countless ways. It has allowed me to respond to upcoming issues ahead of the curve. I have built a peer network that includes some of the top people in our industry. This has helped me direct my company in ways that have led to my growth, headed off potentially problematic issues, and mentored me into becoming the expert in my area with new technology and techniques that have evolved.

If you think you are interested in joining our board, or even just have questions, please feel free to reach out to any of us. The truth is that being a board member requires effort. I have a 3.5 hour drive in each direction to get to our meetings and there have certainly been times when I am sitting in my office doing my work and feeling unmotivated to make the effort. The fact is, there has never been a time where I have made the effort to participate that I didn't think it was worth it. Every one of us that puts in the effort makes us stronger. If you value what we do, we hope you will consider joining us in our efforts to secure a strong future.

*Mark Rochefort*

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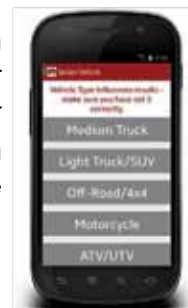


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# The Mind of Yelp: An Owner's Dilemma

Wayne Croswell, President & CEO of WECnology, Inc.

The Road Runner  
Summer 2016



Why do people put fences around their properties?

Why do people put locks on their doors?

Fences and locks don't keep everyone out. If an outsider is invited in, the fences and locks serve no purpose. Fences and locks are designed to keep out people who are not known. Once they are known, they can come through fences and find that doors are not locked. The

issue is with those who are not trusted.

## That analogy goes a long way toward understanding Yelp.

Thousands of business people, including tire dealers, are in agony over Yelp "filters". They can see very positive reviews hidden behind the filters. But, these great reviews are in limbo, very difficult to see and useless to the business owner. Those who are the subject of those positive reviews reason that if people say nice things about them, these things should be published. Yelp is trying to get their "machine" to think like a human. Yelp reasons that if you say something that is not flattering, you probably are telling the truth. Ignoring the possibility that the person posting is "out to get" the business or doctor in question, Yelp believes that people who take the time to write something critical about their experience are probably sincere in their description of the situation.

On the other hand, if a review comes back all puffy with positive comments, Yelp believes that the owner of the business or practice asked for the review from friends or family (often quite true) and the review is, therefore, lower on the credibility score. It is human nature. People do not generally go out of their way to rave about service that they routinely expect to be good. This is particularly true in the tire and auto repair business where, if you manage customers correctly, they anticipate professionalism and are not motivated to make comment when they receive it.



Sadly, excellence is expected – taken for granted -- these days. And, Yelp's apparent view of human nature suggests that they do not expect people to go out of their way to write about exceptional experiences. So when glowing reviews come

in, they filter them until there is enough evidence that they have veracity. Filter does not mean erase. Positive reviews are still held in "purgatory" until there is enough evidence to release them.

So, what is that evidence? People who consistently write

reviews for Yelp are more trusted to be legitimate. It is less likely that a family member or friend will go to the trouble of writing eight to ten reviews to legitimize the review of a business they are trying to help. But, some people are "into it" and will write reviews – positive and negative – on every business they patronize.

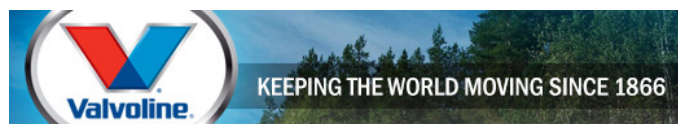
Yelp trusts them. That is why people, who don't routinely write Yelp reviews and then suddenly write legitimate positive reviews about a business, are filtered and their reviews are not posted – until they have written more. It is simply Yelp's way of putting up a fence or locking a door. Eventually, the new reviewers will be allowed in. So what is to be done? The fact is that, eventually, there will be many more people who are "credible" with Yelp. It just takes time.

Tire dealers that are proactive in soliciting Yelp reviews, however, will be far ahead of the pack when the market "matures" and more people are credible to Yelp. It is a numbers game. It would be a mistake to simply get frustrated with Yelp and ignore it. Being proactive now will yield benefits later.

Creating a review solicitation strategy early is critical. It can be as much as a six to eighteen-month strategy. Those business owners who decide to wait until the situation changes will be far behind those who clearly see the future and plan for it now.

There are actually ways to "automate" the solicitation of Yelp (and Google) reviews.

Contact me at [wcroswell@wecnology.com](mailto:wcroswell@wecnology.com) to learn more.



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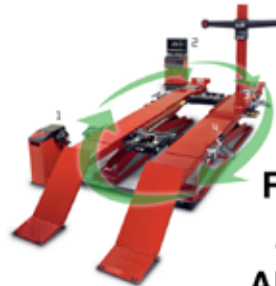
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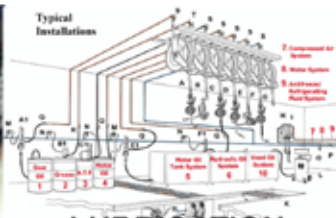
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I was very pleased with the whole NETSA trade show at Foxwoods in April. We had excellent attendance both days, good seminars, an interesting speaker at lunch, and a nice Hall of Fame dinner where we inducted three deserving individuals and raised a good amount of money at the scholarship auction. We sold out the space in the trade hall and had a small waiting list so if you are a vendor and want to be on the floor, book

early as possible next year. The trade show is often the only place to talk to other tire dealers from New England and get a chance to see the new equipment and tires that are being offered by our suppliers. And for once the weather was perfect for a show, cloudy and cool.

Fresh from the show being over, I just picked our Leo H. Lesieur NETSA scholarship winner. We received a record 50 applications this year and moved up the deadline so that we might be able to allow some of the winners to have their scholarship announced at graduation if they are a high school graduating senior. I am the interim head of the Scholarship Committee right now but hopefully we will get a board member to take it over full time in the near future. I don't want to screw up a good thing!

Actually, I will have been on our board of directors for 20 years in 2017 replacing my father who was on the board for many more years than that before me. We have grown into the premier state/

regional organization in the country during these years due mostly to sharp executive directors like Dick Cole and Manny Dobrisun and the leadership of our executive board, as well as our board of directors over the years. We have a good mix of fairly new board members along with some who have served longer than myself. And we have a good mix of tire dealers and suppliers on the board which has balanced things out rather well. I think the key over the years has been that the board has been willing to change with the times and is always looking to improve the trade show, scholarships, golf outing, and whatever else we do. We never seem content with what we are doing. It's a good way to run an organization and a good way to run a business for that matter. But it helps to have a membership that strongly supports our organization and so thanks to all of you. Without your support, we wouldn't exist.

It's nice to finally be getting some warmer weather. We had a very mild winter which didn't help tire sales much but personally I loved it. I didn't like the norovirus that swept through our place in March and claimed me and most of my family as a victim. Roland and I haven't been that sick in over 20 years. I still have some stomach issues that I think are a result of that debacle. That on top of my weekly neck ache that I haven't been able to solve will both be topics at my annual physical in June. If it wasn't for the health insurance and my parent's health, I probably would retire and move south. I'm always cold due to the blood thinners I take and I hate shoveling and plowing snow. Look for me to summer in Maine and winter down south as soon as I can. Unlike Roland, I won't be pulling tires and tubes at age 87. That's a promise. Anyway, have a nice summer and enjoy the weather. Winter will return, that's for sure.

*Larry Lesieur.*



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## A New Generation of Tire Business Buyers

By Art Blumenthal MBA, CBI • Nationwide Automotive Aftermarket Business Broker

The Road Runner  
Summer 2016



"As long as I can remember, ever since I was a kid, I always wanted to be my own boss," was the remark made by new business owner Dallas Griswold when asked what had made him decide to buy his own tire and auto repair center. That simple response defines the entrepreneurial spirit.

Dallas, aged 31, purchased Berney's Tire Service earlier this year. The photo portraying the pure joy of Dallas, his wife Allison, and their

daughter Jaylee was posted on the company's Facebook page on closing day.

Dallas saw the on-line listing on BizBuySell, which is the Internet's largest business for sale marketplace. BizBuySell also publishes an Insight Report, a nationally recognized economic indicator that tracks the health of the U.S. small-business economy. Each quarter, BizBuySell analyzes sales and listing prices of small businesses across the U.S. based on approximately 45,000 businesses for sale and those that recently sold. BizBuySell's Q4 2015 Insight Report shows that while the number of businesses that changed hands decreased slightly, key financial indicators reached all-time highs, indicating a healthy, more balanced market. The Insight Report also concluded that part of the reason transaction activity stabilized in 2015 may be that small businesses continue to grow financially healthier, allowing owners to ask for more money, creating a more balanced market.

In other words, if timing is everything and if you've been considering retiring or pursuing another business opportunity, now may be just the right time to transition your business to an energetic entrepreneurial buyer and maximize the sale price.

### Young Entrepreneur Wants Exit from Corporate Culture

"I had been seriously looking for a business opportunity for about a year and a half," recalled Dallas.

"After I received my college degree in business, I had gone to

work in the manufacturing sector and had worked my way up into a supervisory position of about a hundred production workers. But I found that corporate climate to be unfulfilling. My strong desire to control my own destiny drove me to

keep looking. Berney's Tire Service, in addition to being geographically convenient, was able to show me the key financial indicators I was seeking. The business was providing a cash flow upon which I could support my family. The auto service industry interested me...my grandfather owned a shop and I grew up with a lifelong love of cars and racing."

### Insight Report Forecasts

The Insight Report forecasts that as baby boomers continue to reach retirement age in significant numbers, and more owners notice the higher sales prices their peers are receiving, the more likely it is that the supply of business listings will stay strong in 2016. In fact, the number of businesses listed in Q4 2015 also rose 3% over the prior year, compared to 1% growth in Q4 2014. At the same time, buyers are finding increased financing opportunities and will be more eager to purchase a business with consistently increasing financials.

Of businesses listed for sale in Q4 2015, both median revenue and cash flow improved compared to the same period the year before. This is important to note for sellers as well because, not surprisingly, 2015 data shows that the higher financial performance an owner could demonstrate, the higher the value they could receive upon exit. Businesses with a cash flow under \$100,000, for example, received a sale price multiple of cash flow around 1.97, while those in the \$100,000 to \$300,000 range received 2.28 times cash flow. Moreover, businesses showing between \$300,000 and \$500,000 received a 2.81 multiple. This emphasizes how important it is for small-business owners to improve profitability as they move closer to listing their businesses for sale.

For more information, 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)



Dallas & Allison Griswold with their Daughter Jaylee were all smiles in their Facebook post when becoming the new owners of Berney's Tire Service.

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## Time is Money

By Kevin Griffin, Griffin Financial Planning LLC

The Road Runner  
Summer 2016



Recently Harris Poll surveyed retired U.S. adults and reveals that looking back, the retirees top regrets are: not beginning to start saving earlier, followed closely by wishing they had saved more during their working years. Retirement means something different to everyone, especially when you ask members of different generations. Nonetheless, actions can be taken today to

gain better control over our short and long-term finances, no matter what generation you are. However, those actions will have the greatest impact for the young people in your lives, those with more time than money. For them, their greatest asset is their human capital. As the poll suggests and as Benjamin Franklin advised a young Tradesman in 1748, time is money.

The reality is that we are all living longer. According to the Social Security Administration, one member of a 65 year old couple has a 1 in 3 chance of living to age 95. Whether it is retirement, other long-term goals or meeting more short-term objectives, the advice of saving early and often is a necessary component of financial flexibility. For the young tradesmen and tradeswomen in your shops and young people in your lives, instilling some basic time-value of money concepts, such as the power of compounding and establishing good financial habits are important first steps to helping them for years to come.

Americans' woeful savings habits are well documented and the readily available statistics gleaned from any source will back this up.

There are several theories as to why Americans are saving less than ever before; yes, at one time Americans did save. Some will point to economic reasons or government policies. Others point towards behavioral traits as the cause of Americans' savings ineptitude. No matter the reason for a lack of savings, financial capability is becoming more than a buzzword as evidenced by the growth of both public and private initiatives.

The Federal Reserve's Report on the Economic Well-Being of U.S. Households drives home just how precarious Americans' finances are. While some questions are subjective or even speculative in nature, others in the report are as alarming as pulling a dry dipstick. Once such survey question reveals that 47% of almost 6,000 respondents said that if they experience a \$400 emergency, they would have to pay for this expense by borrowing the money, selling something or would be unable to come up with the amount at all! As tire dealers you see this everyday in your shops. You go out to qualify the customer, see the baby seat and the 4 tires that should have been replaced thousands of miles ago, and the person just wants to replace the worst one.....the flat one.

There is nothing complex about the advice these retirees would offer to those younger than them. Most young people today will earn \$1-2+ million dollars during their working lives. But many have no idea how to manage it and are financially illiterate. Spending less than they earn becomes an even greater challenge when faced with competing priorities and goals. This leads many to be unprepared for financial emergencies, ill-equipped to handle predictable expenses and ultimately outliving their retirement savings; if they can even retire at all.

Kevin Griffin can be reached at (781) 783-2232 or email to: [Kevin@griffinfinancialplanning.com](mailto:Kevin@griffinfinancialplanning.com)



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## Always something New at the Trade Show

*continued from pg. 1*

enjoyed Dr. Lonborg's stories of Red Sox past. Maybe we should do more of this in the future.

The seminars were very well attended again. This year we tried something new. If you attended all three seminars, you were entered into a raffle to win a great prize at the luncheon. I think we will continue to do this next year. It clearly worked. We had 37 at our first seminar, 60 at our second seminar and over 60 at our third. All three were very informative and well received. Providing good quality seminars is a key part of our trade show.

The NETSA Hall of Fame dinner and Scholarship Auction caps off our Trade Show. We would like to welcome our three new members to the Hall of Fame. Bruce Jergensen - Nokian Tyres /Import Tire, Jerry Massaro Sr. - Reliable Auto Tire, and Rene Therrien - Central Tire Co. Our scholarship auction raised over \$9000.00. Many thanks to all who gave auction items and to all who bid on them. The money raised at this event goes a long way in providing more scholarships to our members.

We at NETSA also wish to thank all our Trade Show sponsors for their wonderful support. With their help, we had another successful Trade Show.

Finally I'd like to thank Dick Cole and the rest of the board of directors for making this year's Trade Show a success. I can't tell you all how much a team effort it is to put a show on. I am happy to announce the 2017 trade show will be at Foxwoods March 31st and April 1st.



# 2016 Trade Show Exhibitors

The Road Runner  
Summer 2016

2016 Trade Show Exhibitors	Contact	E-mail
Advance Auto Parts/Carquest	John Kachapis	john.kachapis@advance-auto.com
American Tire Distributors	Bob Vacca	rvacca@atd-us.com
Andreoli & Associates, Inc	Mary Andreoli	maryandreoli@hotmail.com
ASA Automotive Systems	Dave Vogel	dvogel@asatire.com
BDS Waste Disposal Inc	Frank Schofield	frank.schofield@bdswastedisposal.com
Carroll Tire Company	John Clark	jclark@carrolltire.com
Excel Tire Gauge, LLC	Michael Cote	mikec@exceltiregauge.com
Federal Mogul Motorparts	Bruce Cote	BruceC.Cote@federalmogul.com
Fleet Equipment Corporation	Scott Pearson	scott@fectrucks.com
FreedomSoft	Joel Yelverton	joelyelverton@freedomsoft.info
Future Tire	Bob Poska	robertposka@futuretire.com
Gallagher Tire, Inc	Chris Klotz	chris.klotz@gallaghtire.com
GEM-CAR Repair Shop Mgt Software	Kevin King	kking@gem-car.com
GH Berlin/Windward Petroleum	Jim Rogers	jrogers@ghberlinwindward.com
Heartland Payment Systems	Jennifer D'Angelo	Jennifer.Dangelo@e-hps.com
Hunter Engineering Co. *	Robert "Bo" Barbieri	RBarbieri@hunter.com
J S Products	Danny Bova	dbova@steelman-js.com
JMK Computerized -Tire Dirs Info Sys.	Jim Krakower	james@jmktdis.com
K & W Tire Co., Inc*	Brandy Seyfert	bseyfert@kwtire.com
Lappen's Garage Equipment	Michael Lappen	mlappen@lappens.com
Lift & Shift	Graham Farrell	graham@lift-and-shift.com
MACPEK/RSSW	Jeff Poulin	jeffpoulin@rsw.com
Max Finkelstein, Inc	Matthew Lewis	mlewis@maxfinkelstein.com
Mechanic Advisor Inc	Mike White	mike@mechanicadvisor.com
Mohawk Rubber Sales & Worthwhile Life Foundation	Katie Maguire	kmaguire@mohawkrubber.com
Motostar Tire & Auto Products, Inc	Gene Bova Jr	ejbova@motostartire.com
Myers Tire Supply	Jason Weintraub	jweintraub@myerstiresupply.com
NAPA Auto Parts	Jonas Ettlinger	jonas_ettlinger@genpt.com
Net Driven	Holly Biondo	hbiondo@getnetdriven.com
Nokian Tyres	Rich Tuttle	rich.tuttle@nokiantyres.com
Optimize Social Media	Ben Moore	ben@optimizesocialmedia.net
Parts Tech Inc	Erik St. Pierre	estpierre@partstech.com
Reliable Tire Company	Shawn Young	shawn.young@reliabletire.com
Roland's Tire Service, Inc	Bill Palmer	rolandtire@yahoo.com
Schrader International	Rob Tinson	rtinson@schraderint.com
SFA Companies, Inc	Keith Tucker	keith@sfacompanies.com
Stellar Industries Inc	Tom Formanek	tformanek@stellarindustries.com
Sullivan Tire/Liftworks	Sid Tinson	sid.tinson@sullivantire.com
SuperSprings International Inc	Mike Visser	mike@supersprings.com



# 2016 Trade Show Exhibitors

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2016 Trade Show Exhibitors	Contact	E-mail
<b>TCI Tire Centers, LLC</b>	Shaughn Shea	Shaughn.Shea@tirecenters.com
<b>TCS Technologies an ARI Co.</b>	John Schuldt	john.schuldt@arinet.com
<b>TIA</b>	Kevin Rohlwing	krohlwing@tireindustry.org
<b>Town Fair Tire Centers, Inc</b>	Bill Pawlak	BPawlak@TownFair.com
<b>Toyo Tire USA</b>	Rich Williams	williamsr@toyotires.com
<b>Trans Tech Sales LLC</b>	Eric Glifort	RED69HD@aol.com
<b>TWW - Tire Wholesale Warehouse</b>	John Waterhouse	jwaterhouse@twwonline.com
<b>Wheel Pros</b>	Phil Cosper	philc@wheelpros.com

## 2016 Hall of Fame Auction Items

2016 Scholarship Auction Items	Donated By	Winning Bidder	Donation
\$300 Gift	Falken Tire		\$300
2- Red Sox Tickets - Apl 15	NuTread Tire	Barry Steinberg	\$300
2- Red Sox Tickets -Apl 15	East Derry Tire	Mark Paquette	\$300
Skate Board	K&W Tire	Kevin Griffin	\$100
\$1000 travel voucher	Carroll Tire	John Clark	\$500
Fit (1)	ATD	Matt Lewis	\$250
Fit (2)	ATD	Claire Coleman	\$125
2 Showroom Chairs/Clock	Nokian Tyre	Frank Bernstein	\$200
Apple Watch (1)	TCI	Jim Melvin Jr	\$550
Apple Watch (2)	TCI	Jim Melvin Jr	\$500
Beach Chair, Cooler & Umbrella	NAPA Auto Parts	Val Massaro	\$125
2- Yankees/Red Sox Cooper Day -7/20	Cooper Tire	Val Massaro	\$350
2 -Red Sox vs Yankees - ?	Cooper Tire	Ace Ventura	\$300
Leather Sport Bag of Cash	Hunter Engineering	Raffle	\$1,400
4-Red Sox/Astros Tickets - May 14	Hankook Tire	Steve Dupoise Sr	\$350
TPMS tool	Myers Supply	Kevin Griffin	\$100
Lighting and Sockets	Myers Supply	Dale Franklin	\$250
2 -Red Sox/Blue Jays Tickets - June 5	Toyo Tire	Claire Coleman	\$200
Leather Golf Bag	Bridgestone/Firestone	Jim Melvin Jr	\$200
Dustin Pedroia mem.	Sullivan Tire	Alan Saks	\$150
4 - Red Sox/Astros Tickets - May 13	Sullivan Tire	Don Foshey	\$400
Pirelli Calendar	Pirelli Tire	Dave Goldman	\$200
2- Red Sox/Yankees Tickets - May 1	Maynard & Lesieur	Barry Steinberg	\$250
Blimp Ride For 2 in Florida	Goodyear Tire	Rod Hathaway	\$250
Kindle	Schrader International	Steve Dupoise Sr	\$175
Golf Pack	Continental Tire	Roseanne Lombardo	\$225
2 -NASCAR Tickets - Sept	Moto Star	Rod Hathaway	\$450
Foxwoods Overnight Stay	Blaise Pascale	Frank Pascale	\$200
4 - Red Sox/Astros Tickets - May 12	Mohawk Rubber Sales	Frank Schofield	\$350
\$450 Gift	Worthwhile Life		\$450

# 2016 Trade Show

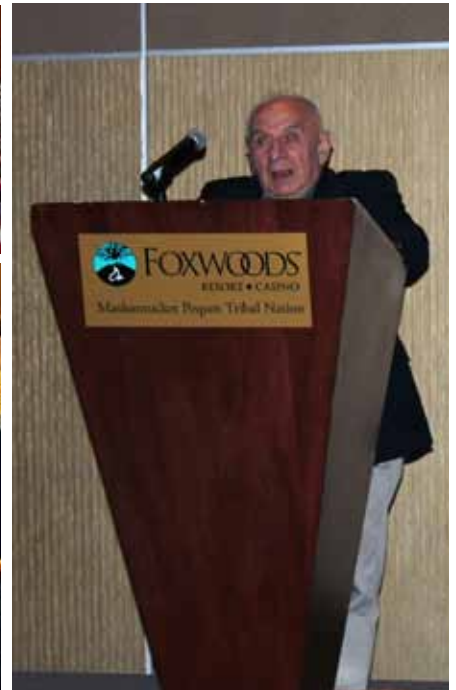
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# 2016 Trade Show

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## Six "Fail Safe" Customer Service Tips

By Nancy Friedman, the Telephone Doctor

The Road Runner  
Summer 2016



However, you communicate with your customers, on the phone, in person, chat or email, there are some guidelines to make it easier, better and more effective. Let's jump right in.

**1. Please NO Gum** – I walked into a retail store to buy a TV. There were three salespeople waiting to help me standing proudly in their team shirts. Two were chomping on their gum open mouthed. One

was not. Guess who I asked to help me? Right, the one who didn't look like a cow having dinner. Hey, I'm not alone. Most people don't want a salesperson chewing gum open mouthed while they are helped. (Worried about bad breath? Mints are fine.) **RETAILERS – NO GUM IN THE STORE**, in person or on the phone. End of story.

**2. Eye Contact** – In yet another store a while back, the lady who helped me had her head on a spindle. She seemed to look everywhere but at me. That's a no-no. If you're not making eye contact with the customer it appears as though you're not interested. You don't need to stare into their eyes 100% of the time (that would be weird); however, maintaining some sort of eye contact with them every so often is a very good idea. On the phone? Put your listening bunny ears on.

**3. Don't Point – Go Show** – Whole Foods does it right. No matter who you ask about a product, they walk with you to find what you need. And on the way they make some sort of rapport building conversation. It could be about the item you're looking for or it might be about the great weather we have outside. Thank you Whole Foods. You 'get it.'

**4. "Can I help you?" is Mediocre** – Trite and useless. Weak and ineffective. When someone comes into your retail establishment, rather than, "can I help you?" to which 80% of the time the answer is "No thanks, I'm just looking," be more proactive. Something like, "We're glad you're here. My name is Nancy. Please ask for me when you're ready, and if that's now, let me know." Something that says 'we're not average, we're special.'

**5. Compliment Their Purchase** – On the phone or in person. If you're with them at the close of their purchase, it's nice to say something positive about what they've bought. Doesn't matter if it's a new hammer or a new dress; loaf of bread or a gift card. There's always something we can say that will make them feel as though they made the right purchase. And if you have a 'fact' about the product that helps, that cements it even further.

**6. Don't Deny Your Customer the Choice** – Whether you're in a large retail chain or a small boutique type store, not offering or suggesting what can help the customer is a big mistake. If someone

has chosen an item and you know of something else that would complement it or be helpful to the purchase, it's your duty to mention it. This is **NOT BEING PUSHY**. This is being helpful.

You, in all probability, know the stock and product pretty well. If someone purchases a Widget and you know that there's a Widget organizer, it's the right thing to 'mention' it as you're closing out the purchase. Try it. It's a great feeling when the customer says, "Yeah, I'd like that. Thanks!" Good Luck!

Nancy Friedman can be reached at (314) 291-1012 or email to: [nancy@telephonedoctor.com](mailto:nancy@telephonedoctor.com)



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# 2017 Hall of Fame

**Nominations now being accepted:  
Deadline is December 31, 2016**



## 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.

## **2017 Hall of Fame Nomination:**

**Their Name** \_\_\_\_\_

**Company Affiliation** \_\_\_\_\_ **Years** \_\_\_\_\_

**City** \_\_\_\_\_ **State** \_\_\_\_\_

**Recognition and Awards Received In Our Industry** \_\_\_\_\_

\_\_\_\_\_

**Recognition and Awards Received Outside our Industry** \_\_\_\_\_

\_\_\_\_\_

*(Use more space on another page if needed)*

**Your Name & Tel #** \_\_\_\_\_

**Fax or Email your nomination to:** (207) 846-0987 or [netsapros@aol.com](mailto:netsapros@aol.com) by 12/31/16

Times are changing in the digital business world. There is a need for continuous, fresh content that catches the attention of new [potential] customers and keeps past customers coming back. Online trends are forever growing and changing, however, one form of content has been consistently growing in importance and is not stopping anytime soon. What is this valuable content? Video content. The amount of shares driven by social video is 1,200%, higher than shares for text and images combined.

Video content works to separate a business from others. Video intrigues audience members and influences their decision to purchase a product or request a quote. Do online consumers really find video helpful? Recent statistics say yes, 90% of target customers will build better awareness of your tire or automotive brand through video. Online consumers also agree that video content helps them connect with a brand, leading to an increase in perceived value and trust of a specific brand, and in the products and services that it offers.

On top of building relationships and connecting with target consumers, video content will increase the amount of time spent on your site and increase the level of engagement. According to the Adobe report, "Q3 Digital Video Benchmark", around 65% of those who view videos will watch more than three-quarters of it. Consumers who watch a video, like a video on a tire or service, will gain more information about the tire or service they are researching, and they will be more likely to request a quote or to purchase that tire or service. This is because video content is much more powerful than text. According to Dr. James McQuivey of Forrester Research, just one minute of video is worth 1.8 million words.

Directly behind Google, the second largest search engine today is YouTube, where 72 hours of video content is uploaded every single minute. YouTube reports that

video consumption steadily increases by 100% every year. Online users are not searching for their tires or automotive services through Google, Yahoo, and Bing alone. YouTube is also a popular search engine. A video showing a specific tire in action will easily be viewed before a consumer reads five paragraphs of information about it.

Embedding video into your website, whether it's directly on your homepage or built into your tire or service catalog, can reap many benefits. About three out of five people would rather watch a video explaining how to go about checking a part on their vehicle over reading content about it. Video can improve search ranking results as well as the overall experience of web page visitors. This can end up boosting your brand value, trust, reputation, and the likelihood of users requesting a quote or making a purchase.

Including a video in your emails to potential or past clients can also increase conversion rates. If an email includes a link to a video, the conversion rate from email to website increases by 80%! Want to increase your open rates by 19% and click-through rate by 65%, while reducing unsubscribes by 26%? Include a thumbnail image with a play button. Make email recipients want to watch the content within that email.

When beginning a journey into the world of video content or trying to improve your current video content, it is important to keep a few key aspects in mind: consistency, quality, content, and community.

Consistency is key in many aspects of branding and consumer engagement, just as it's vital in video. Consistency is about much more than just how often you upload new videos. Consistency should be achieved with your branding and your content quality as well. Make sure that users know who created and shared the video, and why the brand associated with it is important to them. A recent ReelSEO study shows 96% of B2B businesses use video throughout their marketing campaigns to some extent; and 73% of said businesses reported back with positive ROI results.

Online video can be created by anyone nowadays; therefore, a range of video quality throughout the internet exists. Videos created don't necessarily need to be ready for the big-screen, but they should be polished and clear. A video with poor quality can associate a negative outlook with that brand from 62% of consumers.

The type of content is just as important as the quality, if not more. Keeping content relevant to your audience is important for driving success. If an employee has exceptional abilities in custom car restoration or custom body work, that is definitely worth the production and sharing.

Content options are endless online; pay attention to what competitors are sharing or the common questions and concerns you are receiving from customers. They can help the ideas start to flow. Always keep an eye on what is trending in the industry, as well as with video content in general. Don't be afraid to 'hop on the bandwagon' with popular video challenges or themes, as long as they can be positively related back to the brand they are representing, your brand.

Cisco predicts that by 2019, 80% of all online consumer traffic will include video. The amount of video content online will be four times that of web browsing and email content. That is a large percentage of online traffic potentially being missed without the help of video content.

On average, 5,000 branded messages are consumed per person, per day, while attention spans of online users are becoming shorter and shorter. Video content will differentiate your business from competitors in the tire and automotive service industry in the eyes of consumers. The goal is to keep your content on the screens of smartphones, tablets, and desktops for as long as possible. This goal is 100% attainable through video content and a well-planned strategy behind it.

In a recent article by automotive innovator, CitNOW, titled "Automotive industry reaches video 'tipping point'", experts stated, "The next 12 months is the timeframe in which businesses must positively adopt video or fall behind the pack." Don't risk falling behind your competitors; intrigue your audience with video, and put yourself above all competition!







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A friend of mine comes from a typical American family. Mom and Dad were married for almost 50 years and had four children. Mom passed away about 10 years ago, and Dad succumbed this winter. The four siblings got along reasonably well – until now. They are in the process of settling Dad's sizable estate, and the wheels have fallen off.

Prior to his death, the siblings got together periodically for meals and family occasions. Now when they get together, the tension is so thick you could cut it with a knife. One brother is locked out of the family home place. A sister won't speak to another brother because he "screwed her" over some beach property (isn't the family beach house always a source of dispute and contention?). The youngest brother periodically calls the oldest and, perhaps fueled by drugs or alcohol, harangues him in the coarsest possible language. What happened to this reasonably harmonious, typical American family, and why is this destructive pattern repeated across so many business families? Here are the five top reasons.

1. The senior generation is secretive and controlling with their "drop dead plans." Mom and Dad meet with the family attorney, draft testamentary documents according to their assumptions about how family assets ought to pass, execute the documents, and then assiduously avoid discussion over what they've done. While illogical and inexplicable, this is the rule and not the exception even in 2016! There seems to be some unwritten law that you're not supposed to discuss money and wealth with "the children" – even if the children are in their 50s!

2. The junior generation lacks the courage to ask questions and, if necessary, to confront the seniors in an adult manner about their drop dead wishes and plans. We've written quite a bit about the staggering lack of courage among next-generation family business members when it comes to being assertive with their parents. This assertiveness is called for and necessary not just in the context of operating the family owned business but also in the context of planning for what happens when everyone gets home from the funeral.

3. The junior generation feels an obligation to get along for the benefit of their aging parents. The parents are the glue that holds the family together. When they're gone, the glue goes missing and the gloves come off! Verbal and emotional filters siblings used, consciously or subconsciously, around their parents disappear, and deep-seated emotions and frustrations burst to the surface. Unless NextGen has undertaken deliberate measures to put ground rules for communicating about uncomfortable topics in place, it's all too easy for them to begin bickering when Mom and Dad are no longer around to referee.

4. Senior generation plans and documents are a disorganized mess. As discussed in our blog a few weeks ago, there is quite a bit of documentation necessary to walk an estate through probate. In today's digital world, one of the keys to proper organization is knowing computer passwords. Thinking about this element of

organization makes even me queasy! In the event lightning struck my own family, I'm afraid I too would be behind the eight ball on this particular item!

5. Multiple or poor legal or tax advisors. An attorney does a will, and a few years later, the parents want to make changes, so they go to a second attorney, a nice young man they met at church. Later, there's another change, and a third attorney, one with cheaper rates perhaps, makes that adjustment. It isn't necessarily the fault of the attorneys that the family's documentation is a desperate mess; family business leaders must be deliberate and thoughtful as they execute documents that are going to have a lifetime impact on those left behind.

Arguments among inheritors aren't always triggered by family-owned business assets worth millions of dollars. Often, items that might seem relatively insignificant – a book, a piece of furniture, a painting – trigger the most violent outbursts that create lingering misunderstanding and mistrust. And the lack of preplanned conflict resolution techniques and skills only makes the tension worse.

Tom Campbell, cofounder of The Family Business Institute, said many years ago, "You never really know people until you have shared an inheritance with them." Take this blunt warning to heart, and avoid the mistakes most family businesses make so you increase the odds you'll enjoy family harmony, not just when Mom and Dad are around, but for generations to come.

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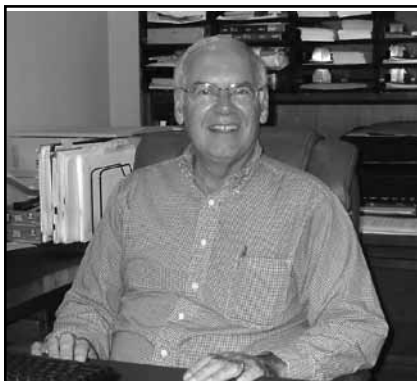
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This year's **Trade Show**  
**& Convention** at

Foxwoods in Connecticut was another success (see Rich Tuttle's Front Page Article). We want to sincerely thank the Sponsors and Exhibitors for their wonderful and enthusi-

Thanks also to Rich Tuttle - Chairperson of the Trade Show, Larry Lesieur - Sponsors Chair, Jim Melvin Jr & Steve McGrath – Hall of Fame Co-Chairs, Glenn Wilder & Mark Rochefort - Seminars Co-Chairs, Mark Rochefort – Meals and Receptions Chair, Blaise & Frank Pascale – Floor Events and Audio/Visual Co-Chairs, Steve Dupoise & Pam LaFleur- Registration Co-Chairs, our fine Registration Desk Staff, Dale Franklin – Ambassadors Chair and all the Board Members who helped with the Show. A tremendous amount of time goes into putting on a great show, and these people deserve a big thank you..

The **Scholarship Committee**, chaired by Larry Lesieur, has received 49 applications for the seventeen \$2000 Scholarships to be given out in July by NETSA and our Sponsors. The award winners will

be notified in June, and we'll let you know in the next Road Runner who they are.

The **Golf Committee**, chaired by Jim Melvin Jr, is setting up this year's Golf Event to contribute the proceeds to our Scholarship Program. Please consider playing in this September 16, 2016 event at the Shining Rock Golf Club in Northbridge, Massachusetts to support our many students who need our financial help. You don't have to be good to play. Just have plenty of Golf Balls. A Registration form is enclosed in this Road Runner.

The **Membership Committee**, chaired by Dale Franklin, is pleased to report that the membership is at 575 members. We are very grateful that we've continued to grow these last 13 years and look forward to helping our members through the strength of your Association.

The **Trade Show Committee**, chaired by Rich Tuttle, has chosen the dates of March 31st & April 1st for our 2017 Trade Show and Convention at Foxwoods Resort Casino in Connecticut. More details to follow in our Winter Road Runner.

The **Nominating Committee**, chaired by Steve McGrath, will be interviewing candidates interested in joining our Board of Directors. The Committee will then present the candidate's names to our Full Board for a vote at our June Board Meeting.

In Closing. I pray that we turn our Great Country back to our founding principles of the Constitution, rather than the self destructive course we've been on and that God will Bless us and watch over us.

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## 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

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

Jim Rogers (860) 250-2076

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Wayne Crosswell (603) 249-5530

- Online reviews matter.
- NETSA members save 10%

## Payroll/HR Service

### **Heartland Ovation Payroll:**

Jennifer D'Angelo (860) 659-8900

- Complete Payroll Service
- HR Support Center provides: job descriptions, email alerts on new federal & state laws, electronic employee file system, and resources when disciplinary action or termination is required

## Publications

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

## 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 seventeen \$ 2000 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.

## Web Site

### **Net Driven:**

sales@netdriven.com (877) 860-2005 x298  
Net Driven provides Industry leading solutions to drive your business. They will build, host, & update your site at much reduced NETSA Member rates. Our NETSA website is hosted by them at [www.netsa.org](http://www.netsa.org)

**JOIN NETSA  
TODAY**

Introductory rate of just \$39.00.  
Start enjoying the benefits of  
Membership Today!

# Welcome New Members

Business	Address	City	ST	Zip	Tel #	Contact Name
Hankook Tire America Corp	296 Beachwood Dr	East Greenwich	RI	02818	401-330-0166	Patrick Monaghan
Tony's Auto Service Inc	599 Lombard Street	New Haven	CT	06513	203-624-0105	George Piel
Blackburn OEM Wheel Solutions	1001 Paster Court	Macedonia	OH	44056	800-981-8321	Todd Deranek
Pete's Tire Service	432 Bone Plain Road	Freeville	NY	13068	607-347-4502	Vicki Bland
Mechanic Advisor Inc	11 Elkins Street, Ste 310	South Boston	MA	02127	617-765-8187	Mike White
Basys Processing	15423 West 100th Terrace	Lenena	KS	66219	913-307-2765	Aaron Cott
Dedham Wholesale Tire & Auto Service	5218 Washington Street	West Roxbury	MA	02132	617-325-6600	Chris Upton
Dedham Wholesale Tire	1 Westinghouse Plaza	Hyde Park	MA	02136	617-361-5393	Chris Upton
May's Tires & Accessories	104 Turnpike Street	W. Bridgewater	MA	02379	508-586-6957	Robert May Jr
Momentum Tire & Wheel	1045 Bloomfield Ave	Caldwell	NJ	07006	914-840-1722	Ian Campbell
FreedomSoft	PO Box 4306	Asheboro	NC	27204	888-750-8473	Joel Yelverton





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# 2016 NETSA Scholarship Golf Tournament



## Plan on Joining Us...

Anyone & Everyone is Welcome to participate!

Registration Deadline: September 2, 2016



*All proceeds  
benefit the  
NETSA  
Scholarship  
Fund!*

**Location:** Shining Rock Golf Club - Northbridge, MA  
**Date:** Friday, September 16, 2016  
**Time:** 9:00 am Shotgun Start  
**Fee:** \$125.00 (per player)  
**Fee includes:** Round of Golf, Cart, Lunch,  
 Patio BBQ Dinner, and 2 Sleeves of Golf Balls.

**Prizes for:** Low Team Gross (\$100 gift certificate per player)  
 Low Team Net Score (\$75 gift certificate per player)  
 Longest Drive (\$50 gift certificate)  
 Closest to Pin (\$50 gift certificate)  
 Many other prizes & raffles



Business Name: \_\_\_\_\_ Phone: (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

Street Address: \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

City/Town: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Email: \_\_\_\_\_



### Players Names

### Handicap or Average Score

Please note any players you would like  
to play with. We will do our best to  
accommodate requests.

1.) \_\_\_\_\_

2.) \_\_\_\_\_

3.) \_\_\_\_\_

4.) \_\_\_\_\_

Payment Method (cash, check or credit card).

Credit Card Type: (please circle one)      Visa      Mastercard      Discover      AMEX

Credit Card Number: \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ Exp. Date: \_\_\_\_/\_\_\_\_

Signature: \_\_\_\_\_ SIC code: \_\_\_\_\_

Check Payment: Send completed registration with check to Dick Cole, Executive Director NETSA, P.O. Box 1012, Yarmouth, ME 04096.  
 Make checks payable to NETSA. Credit Card Payment: Fax completed registration with credit card information to 207-846-0987.

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## Direct Tire Opens 5th Location *submitted by Barry Steinberg, CEO:*

I am proud to announce the opening of Direct Tire & Auto Service's 5th location in Medway, MA at 72 Main St. We have built a beautiful, extremely efficient and very green 8 bay 7,300



square foot facility.

We started with getting rid of the "front counters" and built 3 individual kiosks for our clients to sit at and feel better about the personal touch vs the divider of the counter. Our shop area has 8 in-ground and flush mount Rotary and Nussbaum lifts and a flush mounted alignment rack. This set up allows a safer and easier work environment for my staff and less likelihood of damage to cars from the above ground post lifts that are always too close together. This design also allows us to work on lowered vehicles without issue.

All of our 6 oil products, washer fluid and transmission fluid are on self retracting reels at 3 different stations in the building to maximize efficiency. All of these products along with our 1500 gallon waste oil tank are stored in bulk tanks in our 900 square foot basement.

We are using Sullaire Rotary compressors, Clean Burn waste oil heaters, all LED lights and the shop is air conditioned to make the work environment the best for our employees. The full epoxy red floor in the shop gives the work space a very bright and clean look.

My General Manager Bob Lane was responsible for this most efficient operation set up. He actually drew this out in a friends warehouse on a Sunday and called me to tell me he needed to show me something. Well it was certainly worth the trip.

My store manager is Doug Smith, a 30 plus year employee, assistant manager is Tim Haynes and our service manager is Ed DeGeorge. We presently have 10 employees in this facility and anticipate this to be a 14 to 16 employee operation in the near future.

The Town of Medway has been great to work with on this project and have been very receptive to all of our requests

I am planning to use this identical footprint and design for our next store and the ones to follow. We are planning on 3 more locations in the next 24 months.

*Barry can be reached at (617) 710-1000 cell or email at [barry@directtire.com](mailto:barry@directtire.com)*

**NETSA Hall of Fame Nominations** are open for any NETSA Member to nominate a person they feel is worthy of this award. **See page 19** for more information on the Hall of Fame Guidelines. All 2017 nominations must be received by the NETSA Nomination Committee at [netsapros@aol.com](mailto:netsapros@aol.com) by **December 31, 2016**.

**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 March 31st & April 1st, 2017 in Mashantucket, CT. Full details will be available the first of January 2017

**Worthwhile Life at NETSA - By Laura Haskins;** Worthwhile Life Foundation annually has a booth at the New England Tire & Service Association trade show that Mohawk Rubber Sales has a large presence at. The goal at NETSA every year is to spread awareness that our foundation is available to people to reach out during a time of need when they are unsure of where else to turn. Also spreading awareness that our foundation not only has open arms for helping but they we are also accepting of help in the form of volunteers at events, spreading our good word for help, monetary and prize donations as well as people interested in a deeper involvement with the foundation and joining our growing number of board members and active committee's that keep the foundation running.

WLF booth at NETSA had a bean-bag toss game for \$5 a chance at the participants chance at winning a \$100 Best Buy gift card, Fit Bit and a scratch ticket board with over \$150 worth of scratch tickets on it. Money raised in the booth goes directly to NETSA Scholarship, which aids students entering college in the fall. WLF is thankful to all of the people that stopped by the booth, participated in our game and took the time to talk with us.

## You're Invited To Advertise in the Road Runner!!

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- Widely Read throughout the New England Tire & Service Industry.
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New England Tire & Service Association  
P.O. Box 1012  
Yarmouth, ME 04096  
Tel: (207) 846-0986  
Fax: (207) 846-0987  
email: netsapros@aol.com  
website: www.netsa.org



# The Road Runner

*The Newsletter of New England Tire & Service Association*

*Mark your Calendars*

## **2016 NETSA Scholarship Golf Tournament**

**see insert for Registration Information** (pg. 28)

*September 16, 2016*

The Road Runner  
Summer 2016



P.O. Box 1012  
Yarmouth, ME 04096