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



Annual Trade Show at Foxwoods Resort & Casino Won't Disappoint!

The NETSA Trade Show Committee has put together another spectacular Trade Show & Convention March 31 - April 1, 2017 at the Foxwoods Resort & Casino in Mashantucket, CT that will be action packed & exciting. Rich Tuttle (Chair) and his Committee have worked extremely hard to make this a MUST ATTEND for all people in the Tire & Service business in New England and beyond.

Saturday noon's Annual Business Meeting & Luncheon will feature Keynote Speaker - Scott Zolak - the New England Patriots back-up

quarterback in 1992-1998. Scott is currently a sportscaster and football analyst in New England and has many comments and stories that you'll find interesting.

Seminars will be presented **Friday** on the trade show floor & **Saturday** in the meeting room adjacent the hall:

Topics:

- How To Drive Personal Recommendations Using Social Media: - Presented by Ben

Moore from Optimize Social Media, where you will learn how to grow your online presence using Facebook, Google+, Yelp, Twitter and YouTube to create engaging customer content..

- What You Don't Know Can Hurt

You & Your Business - Presented by Paul Mangiafico (OSHA) and will center on compliance guidelines often overlooked by Independent Tire & Service owners and their Staff. Ask him your questions anonymously.

- Competing Against Internet Based Tire Sales panel discussion moderated by Barry Steinberg, from Direct Tire with a panel of Distinguished New England Tire Dealers. Join them to insure you aren't blind-sided by the unknown and make sure you are the one getting the sale!

- Live Presentations on the Tradeshow Floor - your participation

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Robert Katz



Robert Katz, President of Nu-Tread Tire and Auto Service of East Boston, Massachusetts and

Founder of Air Travelers Service Corporation, started in the tire business as a young boy, working in his Father's tire shop.

Katz holds a Bachelor of Science Degree in Business Management from Boston's Northeastern University. After graduating from college, in order to build a strong background in the automotive business, Bob worked as an auto mechanic trainee, and later became an ASE certified technician.

In 1972, Bob went to work for the Goodyear Tire And Rubber Company as a service manager at it's Watertown, Massachusetts location. In his nine plus year career with Goodyear, he also held positions of retail sales manager, credit manager, and managed stores for the last four years of his career with Goodyear. He was the first with ASE certification in the Boston District to manage a Goodyear Company owned service store. Katz won many achievement awards, some on a national level while with Goodyear.

Bob has served as a director on five boards, those being:

- East Boston Chamber of Commerce
- NETSA (New England Tire And Service Association)
- Meridian Charitable Foundation (an arm of Meridian BankcorpInc)
- TIA (Tire Industry Association)
- FKO (For Kids Only) A Large Multi-Location Non Profit Education and Care Organization serving many underprivileged children in the Boston area. Bob currently remains on the Board of FKO and NETSA where he is serving in his 21st year and was President in 2000.

Katz has served on many councils and advisory committees. Among them have been the Massachusetts Automotive Compensation Corporation, a self-insured group consisting of tire dealers and hardware stores, Inc., World Trade Show, a local business show sponsored by Inc Magazine and The Revere Journal Newspaper Group where he was also a guest columnist.

Because of his expertise, he was asked to represent Bank One Dayton (at that time one of the largest banks in America) in helping them market their private label credit card for the dealers at three consecutive National Tire Dealer conventions. He also

served on a National Task Force Committee established by Bank One. Bob sat on a marketing committee representing transportation management association. (TMA) which worked in conjunction with Massport Authority to provide services relative to Logan Airport.

Katz has also served in advisory positions for two very popular trade publications, Modern Tire Dealer and Tire Business. Both have done stories on Bob and his business. Tire Business once doing an editorial on Bob and his creative ideas.

Nu-Tread Tire was affiliated for many years with American Car Care Centers, a partnering group that had over 1,100 stores nationally. Bob served as the first chairman of its advisory committee for the New England Contingency.

In 1997, Bob was selected by Inc Magazine (A National Business Publication) As a "Marketing Master". They featured Bob and Nu-Tread in an article about his air traveler concept relative to his airport location tire business. They hosted him in LaJolla, California where they acknowledged his accomplishment at an official award ceremony.

Bob served as a Corporator for the East Boston Savings Bank and after proving his worth was promoted to a Trustee. He still serves for this bank which has growth to be a 4 billion dollar bank with 33 locations and is now publicly held. In the East Boston community, Bob has been very active, he served as a Corporator for the Salesian Boys and Girls Club of East Boston and also on a committee that produces the Columbus Day Parade, the largest parade in New England. He was asked and served as an announcer multiple times for the parade on Boston television.

In addition to Nu-Tread being named a Business of the Year in 2000, Bob in 2014 was awarded by the East Boston Chamber of Commerce the 1st Annual prosperity award which honors and recognizes 12 of the community's most influential business and community leaders each year.

Bob has been active in sporting activities throughout his life. He participated in varsity football programs at Winthrop High School , in prep school at Bridgton Academy, and Northeastern University. In November of 2016, he and his teammates were inducted into the Winthrop High School Hall Of Fame. He has run sixteen marathons, his best ones under an 8:00 minute per mile pace. His last being Boston's hundredth in 1996. He is an avid baseball fan and has been a Red Sox season ticket holder for more than thirty years. Bob is also an avid golfer and skier and often enjoys these activities with his children, son Mark (24 years old) and twins Joel and Emily (22 years old). Bob has been a member for many years at the Winthrop Yacht Club, The Winthrop Golf Club, and Winthrop Elks, all located in his hometown.

Bob's bio and activities may be extensive but if you were to ask him what his greatest body of work has been, he will tell you that he gets his greatest sense of accomplishment in watching his children's continued growth and accomplishments.

Lionel Labonte



Lionel R. Labonte ("Nelly") was born on August 16, 1936 in Newmarket, New

Hampshire. After graduating from Newmarket High School, Nelly proudly served as a Sergeant in the 82nd Airborne division of the Army; where he earned status as 'Paratrooper of the Month' for his outstanding physical stamina. Upon completion of his service to his country, he returned home, where he married his sweetheart; Greta "Beth" Dalrymple. They settled in Stratham, New Hampshire where together, they raised five children.

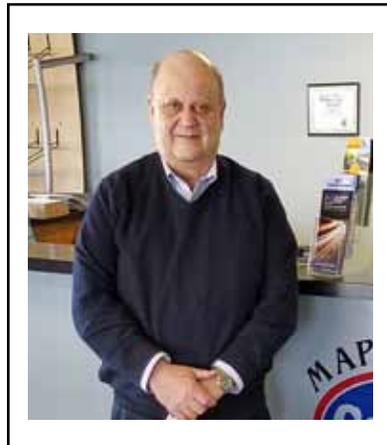
Nelly started in business with a small gas station (Stratham Sunoco) in 1961 to support his growing family, and soon found customers were requesting tires in addition to their fuel and vehicle maintenance. He grew the business through delivering fast service for a fair price. Always delivering "a buck for a buck" he quickly developed a loyal customer base, and expanded his business to include tire sales. Before long (1966) Stratham Tire was formed.

Probably his biggest gamble in the tire business was his acquisition for Snow's Tire in Maine in the early 80's. Nelly put it all on the line, and at the same time started in the retread business. Surrounded by dedicated employees and an uncompromised commitment to succeed, Snow's was integrated into the Stratham Tire family, and Nelly ultimately earned his two Bandag franchises.

Throughout his fifty-three years in the tire business, Nelly strategically opened locations throughout Maine, New Hampshire and Vermont. He was well known for being a shrewd business man with one heck of a temper when things didn't go per plan. More than once Nelly pulled his gun out of his desk drawer (in jest) telling vendors that they'd better not mess with him (although he used a slightly more vulgar term).

People can say what they want about his tough demeanor, but he was one hell of a business man, and an even greater Dad. Sadly, Dad passed away from a brain tumor in December of 2014, but I know he would be quite honored to have been elected to the New England Tire & Service Association Hall of Fame. He truly loved the tire business, and the many friends and associates he made along the way. Thank you all for this honor; our family is truly blessed.

Ronald Pisciotta



Ronald D. Pisciotta Sr

Born: June 7, 1945

Married to Pat for 48 years

Two Children: Ron and his wife Allyson and their two children, Gianna and Gennaro of Stafford Springs, CT and Ryan Pisciotta of San Diego, California

I worked for several years in the automobile business selling new and used cars. In 1972, my brother Wayne and I bought Maple Garage where we sold used cars, gasoline and tires. As the business grew, we soon were only selling tires. This year, we will be celebrating our forty-fifth year in the tire business.

In 1985, I served as chairman of the Civic Pride Commission to help raise private money to build Haymarket Common on Main Street in Stafford Springs, Connecticut.

I was elected to the NETSA Board of Directors in 1997 and served as President in 1999. I retired from the Board after fifteen years of service.

I am still working and have no plans to retire anytime soon. I can only play so much golf.

Thanks to the Board of Directors for this Great Honor and all the hard work they do.

**In recognition of their outstanding
Leadership & Contributions
to the Tire & Service Industry in New England**





Looking back from the Future

A few months ago, I stumbled across the notes for the talk I gave at NETSA in 2014. The title was "Marketing in a World with No Silver Bullets". It gave me a chance to reflect on what I thought was important then compared to where we are as an industry now, as well as where I am spending my time and money for marketing in 2017 vs 2014. A summary of the talk would include the following: phonebooks were dying, print and traditional advertising were still strong, Facebook and Twitter were king but were used mostly for social purposes and not business. I questioned if Adwords, Facebook ads, and YouTube ads were worth paying for and if pay per click was worth it. Customer reviews were not going away and it was becoming more important to make them an asset vs a liability.

Personally, I was putting time into digital marketing and SEO but little monetary investment. Millennials were the focus and marketing to them was one of the big topics. A breakdown of my website showed 66% of the visitors were using traditional computers, 23% were viewing on iPhones or iPads, 9% were viewing on Android devices and 24% were coming from Canada. In 2017, the weak Canadian dollar means that visits from our friends in the Great White North have dropped to 11.5%. Traditional computer visits have dropped to 42%, with mobile visits being the most common (28% iOS devices and 27.5% Android devices). In 2014, I found that print was still very effective with certain older demographics. Today, most newspapers are dying. The one paper in my area that still captures readership focuses primarily on restaurants and local events. The fact is that even the older generations who were dragging their feet have gotten with the times and gone digital, and with this, most paper circulation has dropped to a level where it's hard to justify spending advertising dollars.

During the talk, I mentioned that one of my future goals was to increase my online marketing

in both time and money spent. I surely have met my goal with approximately 75% of my company's internal budget spent on online marketing. Overall, online marketing accounts for about 25% of my total spend. This is because I struggle with getting the online advertising co-oped by manufacturers. Their policies for reimbursement lag behind how we need to market to our customers, with many refusing to co-op forms of online advertising even in 2017. Because of this, my out of pocket marketing expenses are more than they were in 2014. Manufacturers just haven't caught up with our needs.

Then there is the "Facebook Effect". In 2014, I viewed Facebook as important but mostly for feel good non-tire, community information. The last election proved the power social media has and with statistics like 61% of people get their news from Facebook, it has become a force to be reckoned with. These days I view my Facebook image to be as important as the rest of my presence on the web.

And speaking of Facebook, one thing I should have seen then, but didn't, is the critical importance of customer reviews and their relationship with paid ads. When someone searches for tires on the Internet, the search engine will give results based on the location from which the search is coming from. It is called an organic search and it uses a very small area to gather its results. This is especially true with people searching on mobile phones whose results are based on their GPS location. This means that someone driving towards your shop searching on tires is likely to get the guy two blocks from them but not you in the next town over. The combination of these facts means that, even efforts at optimizing my SEO, won't help me in a state like Vermont where my customer base comes from a very large area (and even out of the country).

Adwords allows me to pay for ads in any area I think people will be interested in my products. This means that I will show up ABOVE the organic searches as long as they are searching from an area I am paying for. This is especially important on devices with small screens where a user may only see the first result or two, meaning the likelihood of my ad getting clicked is very high. Now we start getting into the interesting part of this relationship. None of the expense of my Adwords would be worth if I didn't have good customer reviews. Because my reviews are for the most part good, Google Adwords actually charges me less for better placement. And regardless of how high I am listed on a page, a poor star rating significantly reduces the chance of someone clicking on my link. Again, this is especially true on

mobile devices where people don't have the time to read reviews like they do when sitting at home on a computer. This means if you have a one star rating because you have ignored the web and one pissed off guy created a listing for you just to write a bad review, you look like the worst business in the world to the world.

Now let's add the information on how people are conducting searches in 2017. In 2014, we said most of my web traffic was still from traditional computers. People would find me by searching on tires or auto service or whatever to find me and 82% of my web traffic was driven by organic searches. People were still sitting down to formally research their purchases and were willing to read longer format information like my blog to learn about what I was saying about my company. Fast forward to 2017 and most of my web traffic being mobile. Only 41% were organic searches; 30% were paid advertisements and 10% were from social media click throughs. So, let's look at the mobile viewing experience. Modern smart phones may average only a 5-inch screen, but mobile devices allow people to be anywhere. This means searches on a mobile phone often aren't premeditated like traditional computers, it's an "in the moment" search; your TPMS light just came on or you just noticed your inspection sticker is due and you reach for your phone. You can see how very important coming up at the top of a search becomes, and you should be doing everything in your power to get there.

Given all this information, what are my plans moving forward? My next project is a comprehensive approach to my web design. The site I have now is responsive (meaning it works on all platforms), but the information on it is designed primarily for desktop users. And though for a little while the buzz was "mobile first design", this wasn't right either. People many times find you on mobile but then look at you in depth on their desktop later. If you don't have a rich experience for them on all platforms, then you look unprofessional and can lose their interest. The fact is you need it all, a rich informative experience for the big screen that can scale back to just the essential information for the small one.

One last thought, Generation Z is driving now, and entering college, but that is a topic for another day. I would love to hear your thoughts, and if you want to hear more great information from people who are a lot smarter than me, I hope you will come to the NETSA conference at Foxwoods at the end of the month. I look forward to seeing you see you there!

Mark Rochefort



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It's hard to believe but we are already heading into the busiest time of the year for our Association.

First, our annual trade show and convention will be held on March 31-April 1st at Foxwoods. It promises

to be another great show where you can look at the latest in tires and equipment, attend topical seminars, and honor our best and bid on items benefiting the scholarship fund at our annual Netsa Hall of Fame dinner. It's also a great place to talk to other members about business and do a little networking. I always learn something at the show that makes it worth the price of admission (and the trade show and seminars are still free!). I look forward to seeing you there.

Second, we are now accepting applications for the NETSA scholarships. This year there are twenty \$2,000 scholarships being awarded through the generosity of our sponsors, matched by money raised from people like you who attend the annual golf outing and the Hall of Fame dinner and bid on items donated by suppliers and members of NETSA. The deadline to file is April 15th this year but get your employees, spouses, and dependents working on filling out an application as early as possible. For more details look in this issue of the Roadrunner or go to Netsa.org for scholarship information, guidelines, and an application. I look forward to this every year and thanks to all who are involved with the NETSA scholarship's. When I started on the NETSA board 20 years ago, we gave away two \$500 scholarships per year. Boy has this program taken off!

Congratulations to all who have made the scholarships such a success. Unbelievable!

The third reason we are in NETSA's busy season is that we are in the period where legislation can impact our businesses. Once again Connecticut and Vermont have introduced tire stewardship bills that would have manufacturers be responsible for the disposal of junk tires from cradle to grave. The costs of this would be enormous to us and the consumer. As an Association, we need to work with RMA, TIA, and our junk tire disposal suppliers to make sure that this doesn't happen. We also need to encourage all legal ways of recycling junk tires such as tire to energy plants and mixing tire rubber with asphalt to extend the life of our roads. We are already seeing a problem in New England with disposing of earthmover tires. Most junk casing suppliers don't want to take them anymore. So, if you are from Connecticut or Vermont, please help us to defeat these bills. I think that disposing of our junk tires is an issue we all

need to keep an eye on now and in the future.

Congratulations to the New England Patriots on an unbelievable victory in Super Bowl LI. That team never gave up and kept fighting to the end. The combination of Brady and Belichick is the greatest ever. Greatest player ever (Bill Russell, Michael Jordan, Larry Bird, Wayne Gretzky, Joe DiMaggio, etc.) will be argued forever as will greatest coach (Red Auerbach, Vince Lombardi, etc.), but there is no denying the Brady Belichick connection. Roland stayed up for the whole game and never lost faith. He loves watching the Patriots. He has also started watching the Bruins again a little bit lately.

Finally, best wishes to Dick Aronson, one of our hall of famers from Maine. I talked to him on the phone recently and he is recovering from a fall while on a trip overseas. He has had to give up skiing but hopefully he will get some golf in this summer. Dick was one of my father's best friends in the industry and seems to be enjoying his retirement. If you know him, you know he's one of the great ones. Anyway, see you at the trade show!

Larry Lesieur.

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We can all get 'nailed' in a bad email. As they say, "It can happen to anyone." But there are ways to alleviate that issue.

Here are 5 areas to improve on and help get you better results.

1. Poor Grammar and Spelling

This leads the pack of annoyances and shouts you didn't proofread your email nor did you use spell check.

Your and you're along with their, there and they're appear to be the most offensive and widespread. It's also the ones we hear the most about. Granted, spell check is not your friend with some of these words if they are indeed spelled correctly. That's why proofing your emails, double checking, is more critical than ever, especially if you're trying to make a good impression. Want the easy way out? Use the old author trick. When in doubt – leave it out. (Example: I have trouble with "effect and affect." So guess what? I don't use them. Sad to say, when you use the wrong your/you're or their/there/they're, you appear (and I don't like this word) stupid. Bad enough normal misspellings come into play. But the wrong use of words we all learned in 3rd grade seem to really bug the public.

2. Wrong Subject Line

Most folks realize a subject line is crucial. But what is easily forgotten is when you change your topic within the email, consider changing the subject line. Common sense? It would seem so, but again, we all know common sense is not that common. If you're sending out a proposal, the subject line might read, Proposal for You. And perhaps 4 or 5 emails down the road (or even the same day or in a few days), the client says "YES, let's go with this," you might want to suggest a celebratory lunch. **CHANGE THE SUBJECT LINE.** Even if you're using the original subject line: Proposal For You – add in after that: A Thank You Lunch. At least there's a difference, a new idea, topic. And you and the client can find the email faster when you're looking for it. Plus, it tells the recipient there is new info here.

3. Message Length

Mini is back in style. Long posts are not very favorable. Everyone seems busier than ever. Worse case, at least let the recipient know the post is long right in the subject line or use an attachment. (Or somewhere in the first few lines of the email.) Rule of thumb? Your signature line should be seen at the bottom of the screen without scrolling.

4. Respond Rapidly

It's the right thing to do. Not returning an email (other than spam) is rude. Simply say "Message received; will reply shortly." Or something friendly. Or let the sender know you're not interested.

Which while not friendly, is the nice thing to do. This, at least, lets the sender know the message was received. Call it 'neighborly' or 'friendly.' It's the nice thing to do. We all receive emails on our iPhone, iPad, Apple Watch and who knows where else eventually. You can take 20 seconds to let the sender know "message received, will be back to you soon." If you don't respond one way or the other, the sender then may send another email wanting to know if you've received the first. So be kind. Respond rapidly.

5. Reply to All

Admittedly, in the 'beginning' I thought this was really cool. Didn't everyone want to hear my response? Guess what? No, they didn't. In all fairness, it should read: "FYI only." When you get a CC that has a group of names, it means: FYI, not a request to start a conversation. (Unless the author requests input from all.) When you do need or want to reply, the reply should just go to the original sender.

5.1 Bonus Info:

Starting an email that says: "I hope this finds you well" is pretty much a sign of a template, spam or blast of some sort. It's a dead give-away it's not too personal. If you're going to use that line, consider it as a closing line, not the starting line.

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

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Keeping tabs on the DOL Fiduciary rule has been challenging, even for me. Proponents of the rule champion greater protections for investors while opponents explain how implementation of the rule will result in greater costs and less choice. As I've learned

being on this side of the fence, manipulating numbers and information to bolster one's position is commonplace in this industry.

The proponents do have the best interest of investors in mind. The DOL "fiduciary" or "conflicts of interest" rule as it is known, would help to protect investors' in 401(k)'s and IRA's. The DOL rule would not provide any protection for brokerage accounts. The only protection one has in this case is information.

Opponents have a case as well. Rendering advice with a suitability standard while being compensated through commissions, revenue sharing and other compensation methods has been allowed for decades. Why do they now have to change their entire business model to accommodate the DOL rule?

The reason for the focus on investor protection has been ongoing for years. With the 401k as the primary savings vehicle for most Americans today and the tide of baby boomers beginning to retire, IRA rollovers could be a source of increased revenue for advisors depending on how they charge and how they are registered to do business. The source of this increased revenue is the investor.

Whether the DOL Rule stays, delays or goes away, investors need to dedicate some time to understand the basics. The financial services universe is noisy and it's by design. When you understand the fundamentals, you will be better positioned to protect yourself and your savings, yourself. The same is true for plan sponsors of workplace retirement plans. It's in your best interest to carve out some time to understand exactly what is advice and what is a recommendation when working with service providers of workplace retirement plans, including 401k plans. For workplace retirement plan sponsors, the stakes are even higher as both a plan investor and plan administrator.

"London Calling"

In the United Kingdom, the U.K. Financial Conduct Authority, in 2012, banned advisers from earning commissions for their investment recommendations. Over three years later and again, depending on who's numbers are used, cases can be made for both sides of the debate. The DOL rule doesn't go as far as the U.K. Regulation. The U.S. rule merely ensures the best interest of the investor is the sole focus of the advisor. Commissions are still allowed under the DOL rule, provided the investor signs a contract. From my perspective, and as a voluntary fiduciary since my firm's inception, requiring a rule to ensure advisors do the right thing does seem unnecessary. Shouldn't the best interest of the client seeking advice be served regardless?

"They Fought the Law"

The financial services industry and their lobbyists are powerful. The Fiduciary or Conflicts of Interest Rule was set to become effective

April, 10, 2017. It appears effective date will be delayed for 90 days with its final fate in question.

"Complete Control"

No matter what happens to the final rule, B.Y.O.A. Be Your Own Advocate! Begin to prepare yourself by gaining clarity in three critical areas:

1. Know how your financial professional is registered
2. Understand how they are paid,
3. Know how much you are paying your advisor as a percentage and in total dollars

1. No matter what is on the business card or the title they use, understand how they are registered to conduct business.

Broker/dealers and their Registered Representatives are registered with FINRA and are held to a "suitability standard". FINRA is a self-regulatory entity that is owned by its member Broker/Dealers. FINRA protects investors by offering BrokerCheck, an online database allowing investors to research their member broker dealers for investor abuse. If this system seems conflicted to you, then you're on the path to protecting yourself.

Registered Investment Advisers (RIA) and their Investment Adviser Representatives (IAR's), are registered with individual states or the SEC. They are voluntarily held to the more stringent "best interest" standard. Registration with either the states or the SEC requires an explanation, in "plain English and in narrative form" of how their business is conducted. By not being self-regulated, with oversight provided by a disinterested third party, in this case the government, the self regulatory conflict is avoided.

If it were only that easy. Some advisors are "dually registered". They are registered both with FINRA and the SEC/State. In such a case, you have to be even more aware of which hat the advisor was wearing when they were meeting with you or when they gave you that recommendation. Or was it advice? Was it merely suitable for you or in your best interest?

2. How advisors are paid.

Understand how your advisor or adviser is paid. I'm not advocating any particular method, because I'll just be contributing to the noise. Take some time to Google each model and choose the one that is best for you. Keeping in mind, nothing is free. If you're not writing a check, you're paying some other way. The most common ways advisors charge include:

- **AUM - Assets under management.** The more assets you have, the lower the fee as a percentage, but the dollar amount that is deducted from your account will grow as your account grows. This is painless until, decades later you realized that 1% you were paying, reduced your retirement nest egg by one-third. The power of compounding.
- **Commissions.** Fees are paid to the advisor as a result of selling a product to you. The product will have this fee built into the product. So yes, you are paying.
- **Combination of fees and commissions** sometimes called "fee-based."
- **Hourly fee.**
- **Flat fee,** to complete a specified project

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YOUR TPMS HEADQUARTERS

The Clash...in Washington? Continued from pg. 10

- **Retainer/Subscription fee** - quarterly or annual

The last three models involve writing a check and are the most transparent.

3. How much is that?

Understanding exactly how much you are paying is critical. Let's assume you have \$100K invested and are paying 1% to your next door neighbor to "manage" it. Are you receiving \$1,000 worth of service? \$500K invested, make that \$5,000 annually. Remember, if you're paying 1% and if the market returns 6%, your "advisor" has to earn you 7% to get back to even. There is no shortage of academic research detailing that beating the market over long periods of time is unsustainable.

"Lost in the Supermarket"

Beginning to get more involved in your personal and workplace retirement plan can feel like walking into a new supermarket for the first time. You have no idea where anything is and it takes much longer to get what is needed. But, considering how many hours you spend earning, and the personal liability in sponsoring a 401k plan, carving out some time understand the fundamentals is in your best interest.

Kevin Griffin can be reached at (781) 591-PLAN (7526) or by email to: kevin@griffinfinancialplanning.com

Netsa Trade Show - Continued from pg. 1

encouraged

Saving Money Using NETSA's Benefits Providers
There's Only One Way to Fix a Flat.
Dealing with TPMS: The New Technology
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Trade Show Exhibitors include:

Tires, Wheels, Auto Parts, Oils & Lubricants, Tire & Alignment Equipment, Lifts, Air Inflation Equipment, TPMS Experts, Computer Software Providers, Social Media Experts, Credit Card Service Providers, TIA, Web Providers, Tire Recyclers, Service Vehicles and more.

Saturday Evening features a Wine & Cheese Reception followed by our Hall of Fame Dinner honoring this year's Inductees, Bob Katz, Nelly Labonte, and Ron Piscotta Sr. This will also include a Scholarship Auction with Red Sox Tickets and many other sought after items.

And of course, the wonderful experience of Foxwoods Resort & Casino. Please visit our Website at www.netsa.org for more attendee information.

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BDS Waste Disposal provides scrap tire storage, collection, transportation, and recycling services throughout New England. We provide scheduled route/on-call individual tire collection and scrap tire container services in Maine, New Hampshire, Vermont and Massachusetts. We provide box trailer and bulk tire collection services in all New England states. Our business is focused on providing exceptional service. We utilize late model, well maintained equipment and uniformed professional drivers and operators.



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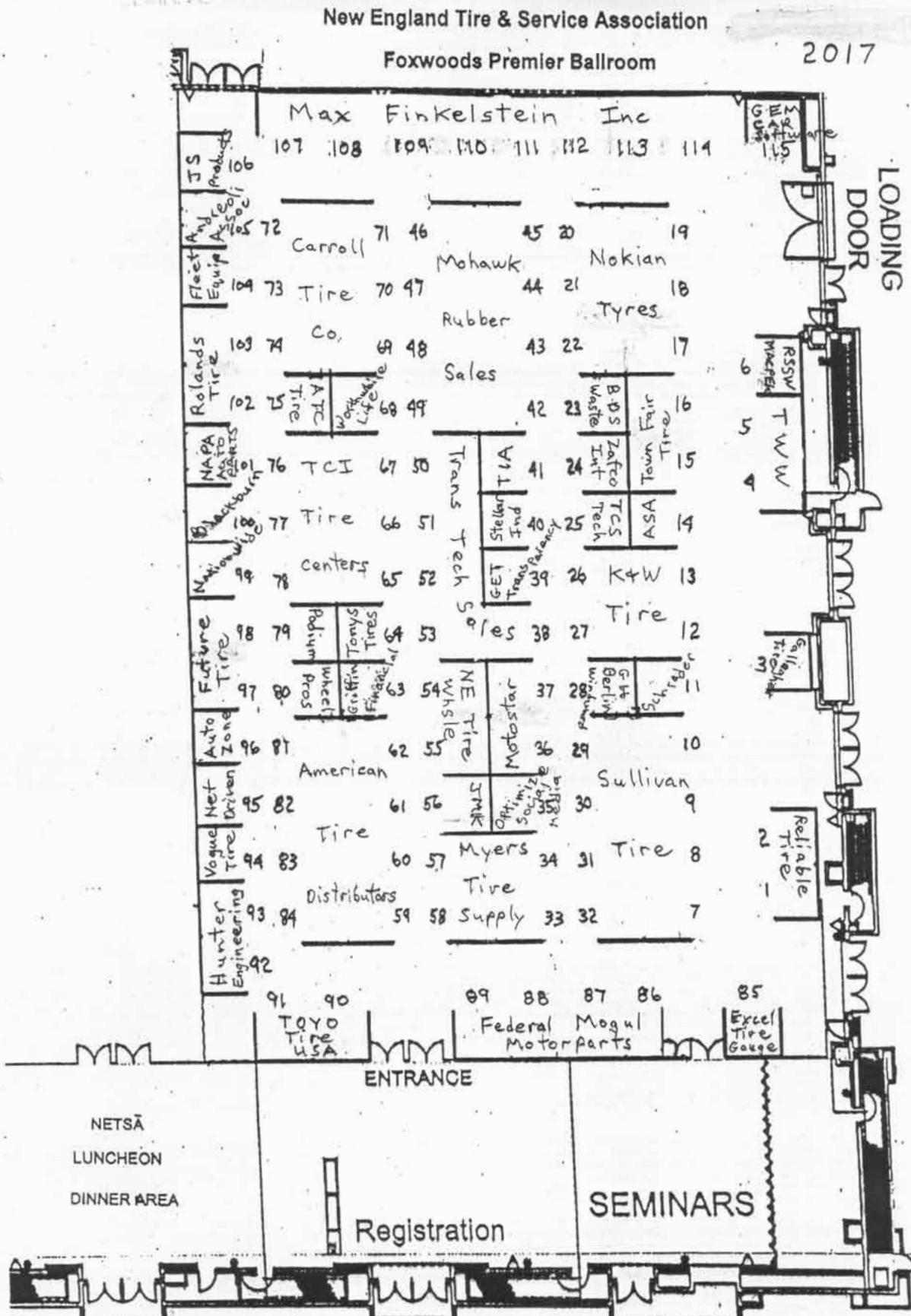
For more information, visit: bdswastedisposal.com

Phone: (207) 278-3833

2017 NETSA Trade Show Exhibitors

The Road Runner
Spring 2017

Booth #	Company	Contact	Phone	E-mail
59,60,61,62,81,82,83,84	American Tire Distributors	Bob Vacca	800-834-8084	rvacca@atd-us.com
105	Andreoli & Associates, Inc	Mary Andreoli	(704) 895-2780	maryandreoli@hotmail.com
14	ASA Automotive Systems	Cindy Lieberman	847-572-4411	clieberman@friedmancorp.com
75	ATC Tire, Inc	Peter Zhang	(856) 802-0008	peter@atctire.com
96	Auto Zone	Angela Martin	(516) 924-6903	angela.martin@autozone.com
23	BDS Waste Disposal Inc	Frank Schofield	207-278-3833	frank.schofield@bdswastedisposal.com
100	Blackburn OEM Wheel Solutions	Tom Hogarth	(330) 467-0236	tomh@blackburnwheels.com
69,70,71,72,73,74	Carroll Tire Company	John Clark	(207) 786-5090	jclark@carrolltire.com
85	Excel Tire Gauge, LLC	Michael Cote	(401) 732-8420	mikec@exceltiregauge.com
86,87,88,89	Federal Mogul Motorparts	Bruce Cote	(617) 678-2061	BruceC.Cote@federalmogul.com
104	Fleet Equipment Corporation	Scott Pearson	201-337-7332	scott@fetrucks.com
97,98	Future Tire	Bob Poska	917-697-4454	robertposka@futuretire.com
3	Gallagher Tire, Inc	Chris Klotz	(215) 943-9911	chris.klotz@gallaghere.com
115	GEM-CAR Repair Shop Mgt Software	Kevin King	(866) 848-8282	kking@gem-car.com
39	GetTransparency	Warner Jones	(508) 523-5151	warner@gettransparency.com
28	GH Berlin/Windward Petroleum	Jim Rogers	(603) 622-0433	jrogers@ghberlinwindward.com
63	Griffin Financial Planning LLC	Kevin Griffin	(781) 783-2232	kevin@griffinfinancialplanning.com
92,93	Hunter Engineering Co. *	Robert Barbieri	(631) 681-7083	RBarbieri@hunter.com
106	J S Products	Danny Bova	(502) 724-7948	dbova@steelman-js.com
56	JMK Computerized -Tire Dirs Info Sys.	Jim Krakower	217-384-8891	james@jmktdis.com
12,13,26,27	K & W Tire Co., Inc*	Brandy Seyfert	(800) 732-3563	bseyfert@kwtire.com
6	MACPEK/RSSW	Jeff Poulin	418-803-7221	jeffpoulin@rssw.com
107 thru 114	Max Finkelstein, Inc	Matthew Lewis	860-508-6507	mlewis@maxfinkelstein.com
42,43,44,45,46,47,48,49	Mohawk Rubber Sales	Laura Haskins	781-741-1607	lhaskins@mohawkrubber.com
36,37	Motostar Tire & Auto Products, Inc	Gene Bova Jr	603-281-5114	ejbova@motostartire.com
33,34,57,58	Myers Tire Supply	Jason Weintraub	781-267-7771	jweintraub@myerstiresupply.com
101	NAPA Auto Parts	Henry Jonkman	(860) 854-6184	henry_jonkman@genpt.com
99	Nationwide Payment Solutions	Brian Soares	207-400-4495	briguy0401@gmail.com
54,55	NE Tire Wholesale, Inc	Bob Bodnaruk	888-322-5100	newt398@gmail.com
95	Net Driven	Holly Biondo	877-860-2005	hbiondo@getnetdriven.com
17,18,19,20,21,22	Nokian Tyres	Rich Tuttle	603-466-5343	rich.tuttle@nokiantyres.com
35	Optimize Social Media	Ben Moore	(651) 318-6803	ben@optimizesocialmedia.net
79	Podium	Kaylie Smart	(801) 376-0677	kaylie@podium.com
1,2	Reliable Tire Company	Shawn Young	860-289-8880	shawn.young@reliabltire.com
102,103	Roland's Tire Service, Inc	Bill Palmer	508-997-4501	rolandtire@yahoo.com
11	Schrader International	Rob Tinson	(860) 830-7103	rtinson@schraderint.com
40	Stellar Industries, Inc	Tom Formanek	641-923-3741	tformanek@stellarindustries.com
7,8,9,10,29,30,31,32	Sullivan Tire	Larry Farrell	800-755-1464	larry.farrell@sullivantire.com
65,66,67,76,77,78	TCI Tire Centers, LLC	Bryan Tierney	508-824-1685	bryan.tierney@tirecenters.com
25	TCS Technologies an ARI Co.	John Schuldt	612-260-0293	john.schuldt@arinet.com
41	TIA	Roy Littlefield IV	301-430-7280	rlittlefield@tireindustry.org
64	Tony's Tires & Wheels	Brian Murphy	413-642-9494	bmurphy@tonystiresonline.com
15,16	Town Fair Tire Centers, Inc	Bill Pawlak	203-640-5629	BPawlak@TownFair.com
90,91	Toyo Tire USA	Rich Williams	570-899-8691	williamsr@toyotires.com
38,50,51,52,53	Trans Tech Sales LLC	Eric Glifort	203-981-3742	RED69HD@aol.com
4,5	TWW - Tire Wholesale Warehouse	John Waterhouse	(860) 315-4299	jwaterhouse@twwonline.com
94	Vogue Tyre & Rubber Co	David Long	(315) 289-8453	david.long@voguetyre.com
80	Wheel Pros	Phil Cosper	(860) 288-1060	philc@wheelpros.com
68	Worthwhile Life Foundation	Katie Maguire	(781) 741-6000	kmaguire@mohawkrubber.com
24	Zafco International LLC	Mark Lefkof	(305) 406-3811	mark.lefkof@zafco.com





A business sale requires the full attention and cooperation of the seller. Be prepared to dig in, be available, and be actively involved in the stages of the selling process. Once it's sold, then it's time for that vacation trip of a lifetime.

Your tire or auto service business has provided for your livelihood. It has created jobs, sales, profits, equity, and marketplace visibility. And now you're ready to move on.

For those who have moved through the many stages of a business sale, few things in business are more frustrating than the collapse of a sale, especially when the deal is tantalizingly close to completion. So many hours of often tiresome work – the paperwork, responding to timewasters, showing people around the premises – proves to be in vain.

Why Deals Break Down

Not all deals break down for the same reason, so unfortunately even if you learn from one deal failure, it may be another reason that causes the next buyer to withdraw before the finish line. Knowing the top risks to deals breaking down allows you and your business broker to implement the preventive measures to reduce the chances of a sale collapsing.

Risk 1: Time Kills All Deals

Having the paperwork in order is a key to the ultimate close. Sellers must be prepared to provide financial statements, tax returns, leases, key contracts or franchise agreements and any available environmental reports up front. Also, sellers need to keep their bookkeeping software up-to-date and be prepared to provide monthly or at least quarterly sales reports and financial statements. For example, it is a bank/SBA requirement that financial statements be no older than 90 days at the time of application and at closing.

Although the seller may want a speedy process toward the ultimate close, the buyer and his broker or attorney or accountant may want to take their time at a more leisurely pace. Kids often say "If you snooze, you lose." Well, the grown up version of that mantra is "Time kills all deals."

Risk 2: Seller is Inflexible

Rigidity by the seller, in perhaps refusing to consider partial seller financing, or to assist with the transition process, or to negotiate the asking price, can be a major factor in scaring away

an otherwise qualified buyer.

If a buyer feels like he is the only party making sacrifices, then pride and frustration may drive him away. As a preventive measure, be prepared to make concessions. Give yourself a better chance of realizing the highest possible asking price by being flexible with the deal structure.

Risk 3: Due Diligence Uncovers Undeclared Issues

As the largest and most complex deal many entrepreneurs will ever undertake, the sale of a business requires mutual trust to succeed. Should the due diligence process, where the buyer examines the premises, books, and contracts and so on, reveal any discrepancies in your account of the business then it can fatally undermine the deal.

Honesty is the best policy. With their financial security potentially at stake, few buyers will negotiate with someone who has flagrantly betrayed their trust.

Risk 4: Buyer is a "Tire Kicker"

"Tire kickers" are the bane of the business seller. Sometimes it's a competitor with an ulterior motive parading as a genuine buyer; more often than not it's a window shopper with neither the financial means nor courage to make a purchase.

Either way, some ostensibly interested parties will never actually buy your business, regardless of its merits or your cooperation. They will waste your time, distracting you from more genuine buyers and potentially forcing you to accept a lower price down the road.

The preventive measure is to qualify the buyer as soon as reasonable. Part of the buyer's qualifications, of course, is their capacity to finance the business.

Risk 5: Lease Dispute with Landlord

A landlord can kill a deal. If you lease the real estate the business operates from and you have a written lease, you will, almost without exception, need the permission of the landlord to transfer the lease.

As a preventive measure, examine the lease terms and extend if necessary. Most banks will require that the buyer have a lease or options that extend through the loan term, typically 10 years. Most sellers do not want to make long term lease commitments if they are selling the business, but getting the landlord to provide an additional "option" term should not increase your exposure if properly drafted.

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





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While it is a bad idea to try to slip a hard sell into your social content, make no mistake, Facebook is all about selling. The good news is that Facebook advertising is not like any medium that has ever existed in the history of marketing. Never before could you define almost exactly to whom you want to send a message and target that precise audience.

Think of it like a television program where your programming is customized for different subsets of your audience which will react most like you want them to. The program is not even delivered to people who are less likely to be interested – and you only pay for those to whom you really want to reach.

To further that analogy, you know that you will occasionally see product placements in the content part of a television program. And, it is clear when there is a commercial break. Both are acceptable to the audience because everyone understands the rules. But, a television program that comes off as an infomercial generates a much more cynical response. To make such vehicles acceptable, they are clearly labeled as paid advertising. The audience will accept it if you don't insult their intelligence.

So how do you get a “product placement” in Facebook? The term Facebook uses is **Boosted Post**. If you find that a post you



have written is performing particularly well, you can purchase a boosted post it and get Facebook to push it a bit further to a broader audience of people who match the demographics of your current participants. It appears higher up in their news feeds. It is a much cheaper form of advertising, but, like product placement, subtler. The cost depends on how many people you want the post to reach.

When you want to run a commercial, Facebook does a great job of that, too. But, your audience knows it is a commercial and accept it as such. Combined with the social impression you have made already; they are far more likely to react to your paid commercial more favorably. With digital advertising, you can reach the people you care about at the exact moment they're ready to listen. It all works together.

You no longer have to rely on the right people driving by your billboard, seeing your 30-second TV slot or subscribing to the community magazine with your local ads tucked away in the pages. Perhaps most importantly, you don't have to worry about as many disinterested people seeing your ads.

HOW IT WORKS

Facebook allows you to set a budget and they will tightly control your exposure to match that budget. The objective of a Facebook ad is to make it possible for you to run ads depending on who your target is and what interests him or her about you. It is a great opportunity for you to reach people you know are interested in your business. Facebook assumes, however, that other businesses may be interested in the same targets. To avoid cluttering Facebook with too much advertising, exposures are tightly controlled to limit the number of ads any individual might see in a given session.

Essentially you write your copy, establish your budget and determine how long you want the ad to run. Facebook will then optimize the placement of your advertising

to make it seen by those most likely to take action. The ad runs until your budget goes to zero or the time limit for your ad is reached. Either of these factors are completely adjustable by you. If your ad is doing well you may expand your budget or extend your time. If it's not doing what you expect, you can put the ad on pause to adjust your copy.

Facebook determines who sees your ad through a complex algorithm that takes into account the information a Facebook member shares including the pages he or she “Likes”. Other information they use comes from the participant's Facebook account (e.g. age, gender, location) plus the online activity on websites and apps outside of Facebook.

Precisely how to create, place and budget a Facebook ad campaign is beyond the scope of this article. Suffice it to say, that digital advertising is a dramatic shift in advertising strategy and, for those who learn it early, will take a significant advantage over local competitors who have not picked up on it yet.

It is best, of course, to place advertising within the context of your position as a member of the interested community. This means non-sales messages preceding an advertising blitz. To accomplish this, you need only to produce posts that play to the interests of an audience that is likely to need auto service or tires – almost everyone. You can write these yourself, re-post items written by others on Facebook or subscribe to a third-party program that produces and personalizes auto-care-specific content daily.

Good luck in mastering the art of Social-Advertising.

Wayne Crosswell can be reached at (603) 249-6278 or email at wcrosswell@wecnology.com

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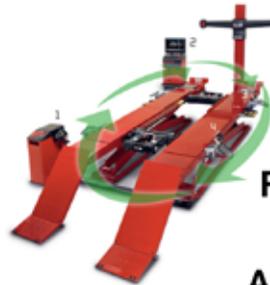
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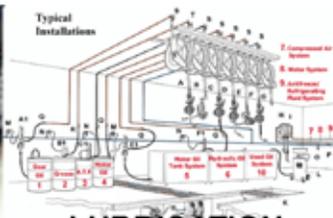
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We're excited that Spring is almost here after the **snow** and **cold**. It must be - as the clocks are being set ahead on March 12th to give us an extra hour of daylight.

With Spring comes our Annual Trade Show & Convention, our fourth year at the Foxwoods Resort & Casino in Mashantucket, CT from March 31 thru April 1. Our **Trade Show Committee**, chaired

by Rich Tuttle, has been very busy putting together the finishing touches on this year's event. It truly is going to be an "Exciting" show. Don't miss it.

Also live demonstrations on the Trade Show floor. Don't miss these and the **Keynote speech by Scott Zolak – 1992 – 1998 the New England Patriots back-up quarterback** and currently a sportscaster and football analyst in New England.

Our **Hall of Fame Committee**, chaired by Jim Melvin Jr, placed in nomination to the NETSA Board, twelve people given to the committee in nomination by NETSA Members. We are pleased to announce the three people elected into the Hall of Fame in 2017 are: Robert "Bob" Katz (Nu-Tread Tire & Auto Service), Lionel "Nelly" Labonte - deceased (Stratham Tire Inc), and Ron Piscotta Sr (Maple Tire Centers.). Their official induction will take place at our Annual Trade Show & Convention on Saturday evening (4/1/17) at the Hall of Fame Dinner. We hope many of you will be able to attend and **honor** these three exceptional members of NETSA and our Industry.

The **Legislative Committee** is continuing to work in opposition to:

Connecticut – HB 6352 "An Act Establishing A Tire Stewardship Program" was heard on February 8, 2017 before the Environment Committee. This is a similar bill that was presented in 2015 that died in Committee. NETSA presented written testimony against this bill along with testimony by Lakin Tire, Town Fair Tire, TIA, the RMA and others. The Connecticut Joint Environment Committee has just reported out a substitute version of HB 6352 which calls for a study and seeks to create a tire hauler licensing program to deal with illegal dumping. This follows last year's "An Act Concerning Beneficial End Uses For Discarded Tires And The Efficacy Of Tire Hauling Licenses Or Permits" which died in Committee last year.

Connecticut – HB 7067 "An Act Concerning Product Stewardship" was heard on February 22, 2017 before the Environment Committee. This addresses a general Stewardship Bill that could include an infinite number of products (Industries). It also gives the Commissioner of Energy and Environmental Protection (DEEP) control of the program. Under Section 1. (15)(b) "The Commissioner of Energy and Environmental Protection shall adopt regulations. . . to administer any such product stewardship program and to implement the provisions of this section. The commissioner may amend such regulations. . ."! Then (15)(d) "The commissioner shall approve any product stewardship program plan for the establishment of a product stewardship program only if such plan meets the requirements of this section, as determined by the commissioner." Many Industries testified in opposition to this bill and the RMA took the lead for our Industry.

Vermont – H269 a 28 page Tire Stewardship bill introduced by Rep. David Deen was Read First Time and Referred to the Committee on Natural Resources, Fish & Wildlife on 2/14/17. This is a similar bill that was introduced in 2015 and died in Committee. NETSA will oppose this bill if it comes before the Committee and is heard at a Public Hearing.

Celebrating 85 Years of Industry Service

The advertisement for Mohawk Rubber Sales features a central logo with the text "MOHAWK RUBBER SALES" in large green letters, accompanied by a Native American woman's profile. Below the logo is the slogan "The Spirit of Mohawk... the Spirit of Commitment". Surrounding the logo are images of various tire-related equipment: a blue Champion air compressor, a grey Robinair air compressor, a black Motorvac vacuum, a green Motorvac vacuum, a red Corghi tire machine, a red Corghi tire machine, a red Coats tire machine, a red Coats tire machine, a yellow car on a blue lift, a grey car on a blue lift, and a red truck on a blue lift. The Rotary logo is also present at the bottom right.

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On Sunday, the New England Patriots transformed themselves from the most hated professional football team to comeback darlings and heroes for the ages. By halftime, 99.5% of NFL talking heads and millions of viewers – me included – thought the Atlanta Falcons would win their first Lombardi Trophy, but the men in the white jerseys had only Churchill's admonition in mind: "Never, never, in nothing great or small, large or petty, never give in except to convictions of honor and good sense. Never yield to force; never yield to the apparently overwhelming might of the enemy."

For the first two thirds of the game, Brady and his team looked nothing like the juggernaut which had swept aside so many formidable opponents. Then, just when hope for even the most stalwart was dimming, they became supermen executing their offense, protecting their franchise quarterback, and shutting down Matt Ryan and the Falcon offense like they were a high school team. Everyone thought the Fat Lady had begun warbling her tune except the Pats, and their belief in their coach, quarterback, systems, leadership, and planning returned them to football's pinnacle.

The Super Bowl illustrated eloquently what has made the Patriots so special over the last 15 years and what family businesses might learn from their organization and their amazing run of success.

1. **They plan.** When New England fans were hanging their heads in despair, the Patriots knew in their hearts they had a solid game plan. They didn't panic. They knew the plan was carefully conceived and would produce the results they ultimately wanted. Did the great Belichick and his staff tweak the plan and make adjustments? Of course they did! Heavyweight champ Mike Tyson said, "Everybody has a plan until they get punched in the mouth." In spite of being punched repeatedly, they held to their overarching plan, made modifications where necessary, and were patient until their execution caught up with their design.
2. **Talent.** Other than Brady, Belichick, and a handful of others, can you name specific Patriot superstars from the last 15 years? Clearly they have the requisite talent to be among the NFL elites each year, but it's not so much individual talent as a team approach emphasizing proper roles, responsibilities, and mutual accountability that makes New England's system so impressive. Belichick is famous for jettisoning superstars in favor of younger, hungrier, and, let's face it, cheaper talent that better fits the overall personality of the organization. Team needs come before individual needs.

3. **Leadership.** Clearly, Tom Brady is the team leader; however, even the acknowledged leader knows his place. Late in the game when the Patriots were in a position to pull even with the Falcons, Brady, for the first time all game, walked over to the defensive huddle and put in a few encouraging words. However, he didn't milk it. He offered his input respectfully, and turned and walked away. He knew it was appropriate at that point, as the leader, to say something to his teammates. He also knew that the defense has its own coaching staff and leadership hierarchy, and he elected to respect their leadership system when the chips were down. A wise leader understands that there are certain circumstances that demand situational leadership from others, and he doesn't hijack the leadership role when is it inappropriate to do so.
4. **Faith.** How many Patriots players, Brady included, did you see on their knees giving thanks after the game? They were expressing their faith in God and publicly demonstrating their commitment. But the Patriots have another kind of faith as well: a faith in a culture and a system of mutual support which breeds faith and trust in each other. Brady was consistently harassed or sacked for much of the game, but his faith in his team's culture and his teammates gave him the confidence that, at crunch time, his protection would be where it needed to be. And it was.
5. **Family.** The press was all over Brady after the game, and he respected their needs for a quick quote. He gave them a few lines and concluded by saying he just wanted to celebrate with his family. As the camera panned around, you could see Brady and the other players surrounded by their children. They could've elected to have their faces in front of cameras and to be lionized by the sports media. Instead, they focused on what was genuinely important and, as quickly as they could, joined with their families.

It was a Super Bowl for the ages, maybe the best ever. It's fascinating, isn't it, how winners can become transcendent and teach us valuable lessons about ourselves, our families, and our businesses.

Wayne can be reached at (877) 326-2494 or email at wayn.rivers@familybusinessinstitute.com





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To receive an application, go to www.netsa.org
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Print and complete application. Information
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A lot has changed since 2007. Flip-phone and Blackberry selfies are no more. Now, we have front view, filters, editing apps, social media shares, memes, and more. Even vehicles have been modified. Navigation systems were considered luxury features a decade ago. Today,

most new cars have a standard navigation system, better yet, a touch screen one! What about fuel economy? It wasn't a big concern 10 years ago with average gas prices under \$2 but it has become a top priority when shopping for a new vehicle today.

On top of this, a great deal of other markets have developed over the last decade. One being—the Internet and more specifically, the business website! There are factors that can make or break the effectiveness of a business website within any industry. However, best practices can increase consumer brand awareness, extend site visit time, and increase your online quote requests and overall sales. What are these best practices? Summarized into four key adjectives, they are: attractive, informative, interactive, and responsive.

Website first impressions are 94% design related. Does your website look thrown together? How are your tabs laid out? Does your color scheme work well? These are all questions to ask yourself when looking at your homepage. Attractive business websites include a variety of information that can be easily found in an aesthetically pleasing way. This means clearly defined tabs, a search bar, and an attractive layout (colors, imagery, and content).

In addition to how your site looks and how easy it is for visitors to find the information they are looking for—your website must be interactive. The dial-up, point and click days are no more. Online consumers thirst for interaction and engagement. The possibilities are endless with the expansion of digital marketing.

How do you achieve a higher level of interaction? Provide resources on your website that allow site visitors to connect with your business and its products/services. Do you sell commercial tires? Offer an interactive commercial tire catalog to help consumers find their perfect tires. Also, offering a tire fitment guide can boost quote requests but allowing customers to see how tires would fit their vehicle. Do you sell used vehicles? Keep your online inventory



updated and let those who browse your inventory select vehicle preferences to search for exactly what they are interested in, at their leisure (Ex: vehicle type, color, mileage, year, fuel economy, etc.)

Last but certainly not least is: responsive design. Responsive website design is considered one of the most important (if not the most important) feature any website can have. Why? The majority of people browse the web on mobile devices. Business websites need to be easy to view and responsive design allows websites to look great on any device. Nothing lessens the credibility of a business more than lacking in responsive design.

The bottomline is, having a website is not enough nowadays. Times have changed—which means your website needs to reflect these changes. Don't sit stagnantly like we are still in the days of dial-up. Act now and act fast—join the evolution of the business websites!

For more information contact: Kristen Pietryka; Net Driven Marketing Intern; kpietryka@netdriven.com (877) 860-2005 ext.301

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Sid Tinson Retires after 48 years in the Automotive Industry, working the last 12 for NETSA member Sullivan Tire. Sid was also very active on the NETSA Board of Directors from 2005 until his retirement in January 2017. He plans to Winter in Florida in future years and become a Snowbird. We wish Sid the best in his retirement.

Hamels Tire Center sells one of it's two facilities to Monroe. Owner, Ray Hamel started his business in 1970 and recently

decided to sell one of his locations and concentrate serving his retail and wholesale customers in Rhode Island at the other Cumberland location.



NEW ENGLAND TIRE & SERVICE ASSOCIATION

The Roadrunner is a publication of New England Tire & Service Association. The Road Runner is published 4 times a year as a source of information for NETSA Members and supporters. NETSA directors, staff and members do not necessarily agree with all the contents or opinions appearing in this publication nor should its readers rely on any of the Road Runner content for support of any legal position. On matters involving legal interpretation, the reader is advised and encouraged to rely solely upon the advice of his or her own hired legal council. The road Runner invites and encourages comments from its readers.

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in all six New England States. We have actively participated in representing our members views on many such Legislative issues

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- 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.

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The Road Runner

The Newsletter of New England Tire & Service Association

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