

ATTENDEE
REGISTRATION



NEW
ENGLAND
TIRE &
SERVICE
ASSOCIATION

2017 NETSA

Annual Trade Show & Convention

March 31st & April 1st, 2017

SEMINAR
\$500
GIVEAWAY PRIZE



FOXWOODS
RESORT + CASINO

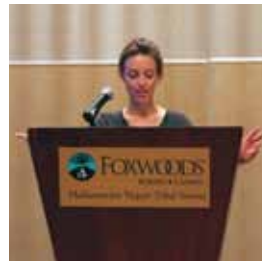
39 Norwich-Westerly Rd.
Mashantucket, CT 06338



Seminars • Show Specials • On-site Demonstrations • Drawings • Hall of Fame • Guest Speakers



"110+ booths dedicated to products and services directly related to you... the Tire & Service Dealer."



Our Annual Show allows Suppliers to bring their Best & Most exciting exhibits straight to our members!



"A great networking opportunity. Speak with people from all aspects of the Automotive industry."

Weekend Highlights



Friday, March 31st

4:00 p.m. - 7:30 p.m.:

Exhibit Hall Opens:

Exhibitors – Tires, Wheels, Auto Parts, Oils & Lubricants, Tire & Alignment Equipment, Lifts, Computer Software Providers, Health Insurance Providers, Commercial Insurance Providers, Workers Comp Insurance Providers, Credit Card Service Provider, TIA, Service Trucks, Tire Recyclers and more.

Cash bar will be available on Trade Show Floor

Demonstrations: 4:00 pm - 7:30 pm

Check out your NETSA's Benefits Providers

Presented By: NETSA Benefit Providers. Take your time and visit with the many Vendors on the Trade show Floor. If your not taking advantage of these programs you could be missing out on some tremendous cost saving options.

Saturday, April 1st

**SEMINAR
\$500
GIVEAWAY PRIZE**

Attend ALL 3 Seminars for a chance to Win \$500 Cash!

Winner will be drawn from those that attended (for entire presentation)

ALL 3 Seminars at the end of the 3rd Seminar at 11:15 am.

Seminar 1: 8:00 am - 9:00 am



Optimize Social Media

"How To Drive Personal Recommendations Using Social Media"

Presented by: Ben Moore - Optimized Social Media, Automotive Social Media Specialist

In the automotive industry there is nothing better to drive business than word of mouth advertising. In 2017 social media IS word of mouth. I'll show you how to grow your online presence and consistently reach a huge local audience through the Power 5 Social Media sites: Facebook, Google+, Yelp, Twitter and YouTube. I'll cover a wide range of topics such as claiming and optimizing your pages, implementing an ad budget and creating engaging content customers want to share with friends. Review management is an essential part of an effective online presence. We will cover the most commonly used sites and discuss how to effectively respond to online consumers. Bring your questions and game plans for this open discussion on how to drive more personal recommendations using social media.



Complimentary Coffee, Muffins Danish & Bagels

Provided at Seminars #1 & #2.

Saturday, April 1st

Seminar 2: 9:10 am - 10:10 am

"What You Don't Know Can Hurt You & Your Business - OSHA update"



Presented By: Paul Mangiafico (OSHA)

The biggest feedback we got from last year's seminars was that the OSHA talk wasn't long enough. So, as a follow up to last year's enlightening talk, Paul will do his best to get us all current on Government OSHA regulations, yearly changes, as well as common missteps from businesses in our industry. Are you up on these regulations? Many of us who prided ourselves on being "by the book" were shocked to find out how lacking we were! After the talk, there will be time for questions and answers in an anonymous fashion. Paul Mangiafico is a master of these regulations. Learn what changes you need to make in your business before it's too late!

Seminar 3: 10:15 am - 11:15 am



"Competing Against Internet Based Tire Sales"

Moderator: Barry Steinberg, Direct Tire and a Panel of Distinguished New England Tire Dealers.

Every year, online retail tire sites become a stronger presence in our competition landscape. No longer do we only have to worry about the guy down the street or the box store around the corner; we must deal with companies that may be located anywhere and may not be playing by the same rules or have the same restrictions.

Barry Steinberg has been a leader who has thrived against this competition. Join him and his panel of distinguished New England tire dealers to discuss our industry's best practices. Ensure you aren't blind-sided by the unknown and make sure you are the one getting the sale!

The NETSA Trade Show & Convention
March 31 & April 1, 2017
Foxwoods Resort Casino
39 Norwich-Westerly Rd.
Mashantucket, CT 06338



2017 Attendee Registration Form

New England Tire & Service Association

P.O. Box 1012

Yarmouth, ME 04096

Tel(207)846-0986, Fax(207)846-0987

netsapros@aol.com

Company Information:

Please print information

Email: _____ Date: _____

Business Name: _____ Phone: _____

Street Address: _____ Fax: _____

City/Town: _____ State: _____ Zip Code: _____

Contact Person: _____ Title: _____

Attendee Names:

**All Attendees must be registered for the show in order to attend.*

Informational seminars are
FREE
 for attendees!!!

***Tradeshow**
\$ - No Cost

Saturday Luncheon
\$ 45.00 pp

Saturday Dinner
\$ 65.00 pp

1. _____			
2. _____			
3. _____			
4. _____			
5. _____			
6. _____			

Ticketed Events:

of tickets requested Total

Saturday Luncheon & Keynote-11:30AM to 1:00 PM

_____ @ \$ 45.00 each = \$ _____

Saturday Evening Dinner - Hall of Fame -7:00PM-8:30PM

_____ @ \$ 65.00 each = \$ _____

Total Fees = \$ _____

Check Enclosed #: _____ Bill Us Please: _____

Credit Card #: _____ Expiration Date: _____ Code: _____

Pre-Registration can be done online.
Cut off date: Friday, March 24, 2017
 visit - www.netsa.org



2017 NETSA Annual Trade Show & Convention

Friday & Saturday March 31 - April 1, 2017

Contact Information

To Pre-Register for the Trade Show and All Other Questions:

Contact Dick Cole at NETSA:
Phone: 207-846-0986 or
Fax: 207-846-0987.
Email: netsapros@aol.com
Website: www.netsa.org



“Looking forward to seeing everyone!” -

Dick Cole - Executive Director, NETSA

Hotel Reservations:

Hotel: Foxwoods Premier Ballroom 1(800)-369-9663
Online hotel registrar:

<https://aws.passkey.com/go/NETIRE2017>

Name of Group: New England Tire & Service Association

Group Code: M11490

Group Room Rate: (Subject to Availability - First come, First Serve)

Thursday	\$119.00
Friday	\$199.00
Saturday	\$259.00

Cut-Off Date:

March 16, 2017

Pre-Registration can be done online.

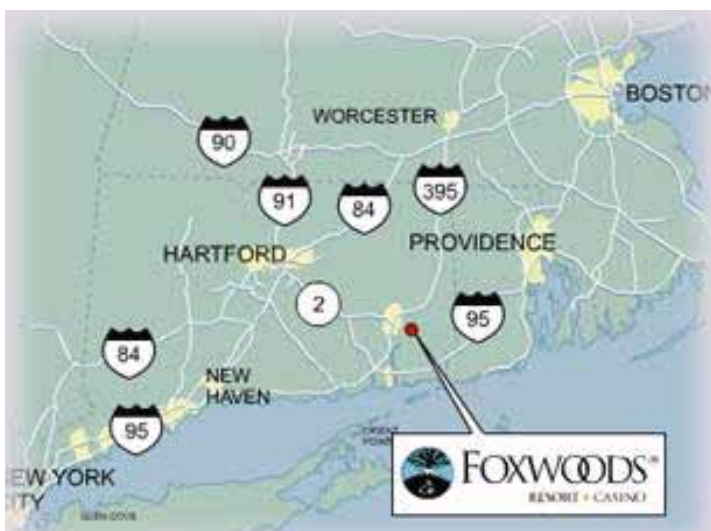
Cut off date: Friday, March 24, 2017

visit - www.netsa.org

Directions

For GPS please use:

39 Norwich Westerly Road Ledyard, CT 06339



From Hartford, CT: Take I-84 East to Exit 55 to Route 2 East for 46.2 miles. Follow the signs for the exit ramp to the right for Foxwoods Blvd and MGM Grand Drive. - Drive time: 50 minutes

From Providence, RI: Take I-95 South to Exit 92 in Connecticut. Go straight at the stoplight. At the next stoplight, turn right onto Route 2 West for eight miles. Take the Foxwoods Blvd exit. - Drive time: 45 minutes

From Boston, MA: Take I-95 South to Exit 92 in Connecticut. Go straight at the stoplight. At the next stoplight, turn right onto Route 2 West for eight miles. Take the Foxwoods Blvd exit. - Drive time: 1 hour 45 minutes.

From Worcester, MA: Take I-395 South to Exit 85 in Connecticut. Go straight to the second traffic light and turn left onto Route 164 South. Follow Route 164 to the end, approximately seven miles. Turn left onto Route 2 East for 1.5 miles. Follow the signs for the exit ramp to the right for Foxwoods Blvd and MGM Drive. - Drive time: 1 hour

From Albany, NY: Take I-90 East via Exit 5 toward Boston (crossing into Massachusetts). Take I-91 South via Exit 4 toward Springfield (crossing into Connecticut). Take I-84 East via Exit 30 in Connecticut. Take I-84 East to Exit 55 to Route 2 East for 46.2 miles. Follow the signs for the exit ramp to the right for Foxwoods Blvd and MGM Grand Drive. - Drive time: 3 hours.

NETSA Welcomes...

Keynote Speaker Profile



Scott Zolak

Scott Zolak is a former American football quarterback who played in the National Football League (NFL) for nine seasons. During this time, he played for the New England Patriots and Miami Dolphins. Over the course of his career, he played in 55 games, completed 124 of 248 passes for 1,314 yards, threw eight touchdowns and seven interceptions, and finished his career with a passer rating of 64.8.

A graduate of Ringgold High School and the University of Maryland, Zolak was selected 84th in the 1991 NFL Draft by the New England Patriots. He did not play in 1991, but started a few games in 1992 and had his most productive season statistically. When Drew Bledsoe was drafted in 1993, Zolak became his backup for the next six seasons. He saw playing time when Bledsoe was hurt, but only started three games during this time.

He was released at the end of the 1998 season, and signed with the New York Jets and Miami Dolphins in 1999, playing in one game for Miami before retiring. After retirement, he became a sportscaster and football analyst in New England.

Scott resides in Massachusetts with his wife Amy and his three children (Hadley, Samantha, and Brody)

11:30 a.m. - 1:00 p.m.:

NETSA Full Course Luncheon & Annual Meeting - \$45

Keynote Speaker: *Scott Zolak - New England Sports Analyst, Retired NFL Quarterback.*

7:00 p.m. - 8:30 p.m.:

NETSA Hall of Fame Dinner - \$65

NETSA Hall of Fame Inductees
Scholarship Auction

Scholarship Auction: If you would like to donate an item or know of someone who would, please let us know.

1:00 p.m. - 4:30 p.m.:

Exhibit Hall Opens:

Live Presentations - On the Tradeshow Floor!

- ▶ Equipment
- ▶ Dealing with TPMS
- ▶ Social Media & Emarketing
- ▶ Many others - make sure to check them out!

6:30 p.m. - 7:00 p.m.:

Wine & Cheese Reception



2017 NETSA Hall of Fame Inductees

Bob Katz

Nu-Tread Tire & Auto Service - E. Boston, MA

Lionel "Nelly" Labonte

Stratham Tire, Inc - Brentwood, NH

Ron Piscotta Sr.

Maple Tire Centers, Stafford Springs, CT

8:30 p.m. - :

Tradeshow Ends - Enjoy Foxwoods on your own

2017 Annual Trade Show & Convention



FOXWOODS[®]

RESORT ♦ CASINO

March 31 & April 1, 2017



Foxwoods Premier Ballroom

2017 NETSA Annual Trade Show & Convention

*See you
at the Show!*

Trade show Registration can now
be done online at www.netsa.org



P.O. Box 1012
Yarmouth, ME 04096