



## Officers

President:

**Mark Rochefort** - Vermont Tire, Montpelier, VT

Vice President:

**Rich Tuttle**, Nokian Tyres, Colchester, VT

Treasurer:

**Matt Lewis**, Max Finkelstein, Inc., Windsor, CT

Secretary:

**Blaise Pascale**, City Tire, Co., Springfield, MA

Executive Director:

**Dick Cole**, NETSA, Yarmouth, ME

## Board Members

**Gene Bova** - Motostar Tire & Auto Products, Merrimack, NH

**Tony DeSimone** - ATD, E. Taunton, MA

**Steve Dupoise**, County Tire Center, Inc. Middlebury, VT

**Tom Ferguson** - Safehold Special Risk, Inc., Portsmouth, NH

**Dale Franklin** - Partner Tire & Service, Inc, Colchester, VT

**Don Foshay Jr.** - Don Foshay's Discount Tire & Alignment, Biddeford, ME

**Ray Hamel** - Hamel's Tire Center, Cumberland, RI

**Robert Katz** - Nu-Tread Tire & Auto Service, Inc., Boston, MA

**Jack Kelley** - Tom Lyons Tire, Waltham, MA

**Anthony Koles** - Montvale Tire Co., Inc., Melrose, MA

**Larry Lesieur** - Maynard & Lesieur, Inc., Nashua, NH

**Katie Maguire** - Mohawk Rubber Sales, Hingham, MA

**Steve McGrath** - Tire Warehouse, Keene, NH

**Jim Melvin Jr.** - Melvin's Tire Pros, Inc., Warwick, RI

**Frank Pascale** - Nokian Tyres, Glastonbury, CT

**Alan Saks** - Dorchester Tire Service, Inc., Boston, MA

**Shaughn Shea** - TCI Tire Centers LLC., Exeter, NH

**Sid Tinson** - Sullivan Tire, Norwell, MA

**Glenn Wilder** - Wilder Brothers Tire, N. Scituate, MA

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

*Please send your letters to:*

*NETSA*

*P.O. Box 1012*

*Yarmouth, ME 04096*

*Phone: 207-846-0986*

*Fax: 207-846-0987*

*or netsapros@aol.com*

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



## 2015 NETSA Scholarship Golf Tournament Produces Great Results!

### Jim Melvin Jr. - Golf Tournament Committee Chairman

On behalf of the board, I want to thank the NETSA member golfers for their generous support of the Annual NETSA Scholarship Golf Tournament, which was held at Shining Rock Country Club on September 11, 2015. It's always a pleasure to work with such a great organization – for a great cause! We “dodged a bullet” with some inclement weather the first few holes, but the weather turned for the

better & a good time was had by all. Our tournament is

one of the major fundraisers held to benefit the NETSA Scholarship fund. We were fortunate to raise over \$12,000 for our scholarship fund this year, A NEW RECORD, and our best year ever!

NETSA, with your efforts, was able to provide 18 well deserved scholarships in 2015.

Most especially, I would like to thank our wonderful sponsors, those that donated items for our raffle and our faithful volunteers. Without your involvement, this year's tournament wouldn't have been the huge success that it was.

Congratulations to our team low gross first place winners; Jim Rogers, Joe Comely, Rich Flaherty & Pat Jones. Second place winners; were Jason Weintraub, Bobby Schlosser, Mike Morey & Dave Zaiewa.

On behalf of the entire NETSA Board, we want to again thank all of the above mentioned for making this scholarship golf tournament a success – see you next year!

*continued on pg. 4*





First, I want to share a story of something that happened to my company this summer that highlights the importance of having strong trade organizations like NETSA to represent us across the country. My company has imported tires for decades. My father began importing Nokians back in the

day when they were still called Nokias and Gislaveds. In more recent years, our imports have been based around quality entry point winter tires and because of this, we have been closely watching news on the tire tariffs. In early July, I received a letter from Homeland Security about a container of tires I purchased from China and had taken delivery of in early August of the previous year (2014). It said that our company was responsible for anti-dumping fees and countervailing duties that resulted in an additional 104% over the original cost of the container. Needless to say, my heart sunk when I read this letter. These were tires that had been sold at least 8 months prior and there was no way I would be able to recoup any of this new expense (which I figured would be at least a \$30K loss). In addition, it made me concerned the same thing would happen with a second container I received two weeks after the one listed in this letter.

After taking a couple days to have multiple people read the document and verifying it actually said what I thought, I decided to take action. First I called my contacts in NETSA and then I contacted TIA. Through these connections, I found that there was a small group of importers that were fighting these types of charges and I was put in contact with their trade lawyer. Using the information I received from these sources, as well as the up to date news in the tire trade publications, I was able to formulate a rebuttal letter. This letter when combined with all of my order and import paper work lead to a complete dismissal of the new fees and tariffs.

Many companies were not so lucky. They paid these unwarranted fines, leaving a few companies in dire financial straits. Since then, the government came to its senses and dropped all retroactive charges on tires. This was great news, but now every company that paid the charges were put in the tough position of fighting to get their money back.

The whole scenario made for a very stressful July, but it highlights how important a strong dealer network is. More and more, the saying "knowledge is power" holds true, especially as the tire industry continues to be targeted by regulators and other industries.

Now on to my subject of the day, EMPLOYEES!

A big concern of mine, and something that I struggle with

every year, is the increasing difficulty of finding quality employees at all levels. Recently, I had a service manager position that was vacant for a year and a half and a senior sales position that was vacant for over a year. Currently, I have been struggling to fill drivers' positions. Of the twelve applicants I received, not one had a driver's license clean enough for my insurance company to approve. The past two springs, I have gone through busy season with several vacant tire tech positions, even after carrying extra employees through winter.

As the unemployment rate in Burlington, Vermont has dropped to 2.4%, any ad that I place for tire tech, shop, and driver positions get a few applicants if I am lucky, and many times get no applicants. Many of the applicants aren't even qualified for the positions. I have traded known bad employees with competitors of mine on multiple occasions because we are all so desperate for qualified people. I've talked with regional colleagues who have experienced similar issues. I'm sure some regions have better success, but that fact that I've seen tire manufacturers take a year and a half to fill territory manager positions tells me that it is a bigger industry trend than just my local market.

Ignoring the fact that unemployment is low, I see the millennial applicant pool as the bigger problem. In our industry, car enthusiasm was always a huge recruiting tool. However, it is a fact that millennials as a whole do not share the same enthusiasm towards cars as previous generations. We have discussed in previous articles and conference sessions that millennials view cars as more of an appliance; a necessary thing to get them from point A to point B while interfacing with their mobile devices. This is a new normal that our industry is going to have to deal with, and moving forward it is something that I wish I had some inspirational insight.

Improving or changing our industry's image is an opportunity to overcome this problem. Focusing on strengths like compensation and perks might present more opportunities. Only working together will we be able to overcome this problem in the future. If you have thoughts or comments, please feel free to email me so we can continue this discussion in future newsletters.

*Mark Rochefort*



*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.*

# EZ-sensor®

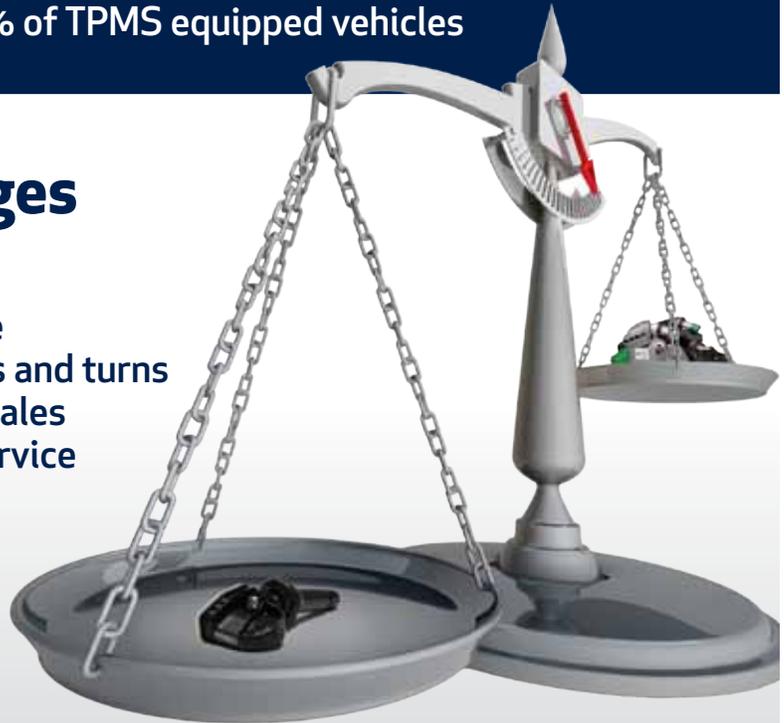
## Schrader's New Single Sensor Program for TPMS:

- ▶ Combines 314.9, 315 and 433 applications into **ONE** sensor
- ▶ Future proofed to support new and pending OE system technologies
- ▶ Achieves OE quality requirements
- ▶ Replicates OE functionality, including auto-locate technology
- ▶ Covers over 92% of TPMS equipped vehicles

## One Sensor Changes Everything

- ▶ Increase speed of service
- ▶ Optimize inventory levels and turns
- ▶ Eliminate potential lost sales
- ▶ Reduce overall cost of service

**LESS IS MORE.**



EZ-sensor Part #33500  
Service Packs: Snap-in #20008 or #20018, Clamp-in #34000

1.800.288.1804  
[www.SchraderInternational.com](http://www.SchraderInternational.com)

SS 20013\_02

 **SCHRADER**  
AFTERMARKET

## SPONSORS

1st Hole	Melvin's Tire Pros
2nd Hole	Hogan Tire Centers
3rd Hole	Tom Lyons Tire
4th Hole	American Tire Distributors
5th Hole	Tire Warehouse
6th Hole	Motostar Tire & Auto Products
7th Hole	Safehold Special Risk
8th Hole	Town Fair Tire
9th Hole	Mohawk Rubber Sales
10th Hole	Carroll Tire
11th Hole	Lappen's Garage Equipment
12th Hole	Stellar Industries
13th Hole	ASA Automotive Systems
14th Hole	TCI Tire Centers
15th Hole	Sullivan Tire
16th Hole	Reliable Tire Co
17th Hole	K&W Tire
18th Hole	Interstate Batteries
Closest to Pin - 5th	Yokohama Tire
Closest to Pin- 12th	Max Finkelstein
Closest to Pin - 8th	Valvoline/GH Berlin Windward
Closest to Pin - 15th	Falken Tire
Longest Putt - 1st	Pirelli Tire NA
Longest Drive - 9th	Max Finkelstein
Longest Drive 60+16th	Interstate Batteries
Low Gross Winners	Hankook Tire America
Low Gross Winners	Interstate Batteries
Low Net Winners	Nokian Tyre
Lunch/Snack	Max Finkelstein
Dinner	Max Finkelstein
Registration Desk	Max Finkelstein/Interstate/Hankook
Beverage Cart	Hamel's Tire Center
Raffle Certificate	Griffin Financial Planning
Raffle Certificate	Hunter Engineering
Raffle Certificate	TWW Tire Wholesale Whse

## WINNERS

Team Low Gross	Jim Rogers - GH Berlin Windward	\$100 GC
Team Low Gross	Joe Comely- GH Berlin Windward	\$100 GC
Team Low Gross	Rich Flaherty-GH Berlin Windward	\$100 GC
Team Low Gross	Pat Jones - GH Berlin/ Valvoline	\$100 GC
2nd Team Low Gross	Jason Weintraub - Myers	\$75 GC
2nd Team Low Gross	Bobby Shlosser - Myers	\$75 GC
2nd Team Low Gross	Mike Morey - Myers	\$75 GC
2nd Team Low Gross	Dave Zalewa - Myers	\$75 GC
Longest Drive #9	Joe Rossi - Reliable Tire	\$50 GC
Longest Drive #16	Sean Gehart - Reliable Tire	\$50 GC
Closest to Pin #5	Sean Gehart - Reliable Tire	\$50 GC
Closest to Pin #8	Chris Cameron - Melvin's Tire Pros	\$50 GC
Closest to Pin #12	Jim Melvin - Melvin's Tire Pros	\$50 GC
Closest to Pin #15	Joe Rossi - Reliable Tire	\$50 GC
Longest Putt #1	John Butler - Reliable Tire	\$50 GC

## AUCTION

Donated By	Item	Wining Bid
Carroll Tire	1 - Tires up to \$500 in Value	Kevin Griffin
Sullivan Tire	1 - Dustin Pedroia Autographed Baseball	Paul Stanley
Sullivan Tire	1 - Dustin Pedroia Autographed Boston Red Sox Jersey	Dale Franklin
Maynard & Lesieur	2 - Red Sox vs Tampa 9/21	Tom Ferguson
Nokian Tyres	2 - NASCAR tix - Loudon 9/27	Jason Bandieramonte
Mohawk Rubber	4 - Red Sox vs Tampa	Jim Rogers
Mohawk Rubber	4 - Boston Bruins Tickets	Matt Lewis

## RAFFLE

Interstate Batteries	24 - Dozen Golf Balls
Falken Tire	Golf Bag
Falken Tire	Snowboard
Nokian Tyre	5 - Golf Umbrellas
Nokian Tyre	10 - Shirts
Nokian Tyre	3 - Blankets
Bridgestone	4 - Leather Brief Cases
Tom Lyons Tire	Bridgestone Football
Tom Lyons Tire	Bridgestone Basketball
Tom Lyons Tire	Shirt & Hockey Puck
Sam Adams Co.	3 Cases of Beer
Firestone	3 - Coffee Mugs & Flashlights
WECnology	2 - Books



FAMILY OWNED AND OPERATED SINCE 1919

# MAX FINKELSTEIN, INC.

NOW WITH 12 DISTRIBUTION CENTERS TO SERVE YOU BETTER  
[www.maxfinkelstein.com](http://www.maxfinkelstein.com)



## DISTRIBUTION CENTERS

- Boston, MA
- South Windsor, CT
- Lewiston, ME
- Randolph Center, VT
- Astoria, NY
- Ronkonkoma, NY
- Croton-on-Hudson, NY
- Binghamton, NY
- Rochester, NY
- Fairfield, NJ
- Westampton, NJ
- Reading, PA

## MANUFACTURER PROGRAM SUPPORT



Call: 1-800-229-8900

# 2015 NETSA Scholarship Golf Tourney

Shining Rock Golf Club, Northbridge, MA

The Road Runner  
Fall 2015

## PLAYERS - TEAMS

Team	Name	Company	Team	Name	Company
1	Jim Melvin Jr	Melvin's Tire Pros	11	Fred Gralinski	Bridgestone
	Chris Phillips	Melvin's Tire Pros		Frank Andreozzi	Bridgestone
	Chris Cameron	Melvin's Tire Pros		Mike Garzone	Bridgestone/Tom Lyons
	Dave Hanson	Melvin's Tire Pros		Dave Paul	Bridgestone
2	Dave Ventura	Mohawk Rubber Sales	12	Jim Rogers	Valvoline/GH Berlin Windward
	Pete Geotgantas	Mohawk Rubber Sales		Joe Comely	Valvoline/GH Berlin Windward
	Rich Trupe	Mohawk Rubber Sales		Rich Flaherty	Valvoline/GH Berlin Windward
	Walter Buzzel	Mohawk Rubber Sales		Pat Jones	Valvoline/GH Berlin Windward
3	Tom Ferguson	Safehold Special Risk	13	Mark Rochefort	Vermont Tire
	Russell Barrett	Toce Brothers		Steve McGrath	Tire Warehouse
	Brian Lesieur	Maynard & Lesieur		Frank Pascale	Nokian Tyre
	Steve Lesieur	Maynard & Lesieur		Rich Tuttle	Nokian Tyre
4	Dave Black	Carroll Tire	14	Dale Franklin	Partner Tire
	Dan Rae	Carroll Tire		Mike Baker	Partner Tire
	Earl Larson	Carroll Tire		Larry Cherrier	Partner Tire
	Steve Champagne	Carroll Tire		Mike Dalley	Partner Tire
5	Brett Reslow	Interstate Battery	15	Bob Vacca	ATD
	Nate Stawieki	Interstate Battery		Steve Chaput	ATD
	Joe Testagrossa	Interstate Battery		John Reid	ATD
	Cody Harris	Interstate Battery		Jason Bandieramonte	ATD
6	Bob Katz	Nu-Tread Tire	16	Darren Daley	ATD
	Dick Belcher	Nu-Tread Tire		Tom Holland	ATD
	Wayne Crosswell	WECnology		Dave Cahill	ATD
	Steve Palmisano	Nu-Tread Tire-Sullivan		Kevin Walsh	ATD
7	Bruce Jergensen	Nokian Tyres - CT	17	Shaun Hanson	ATD
	Howie Fetzer	Nokian - Fetzer Tire		Henry Gauthier	ATD
	Kevin Griffin	Griffin Financial Planning		Steve Small	ATD
	Rob Clark	Nokian - The Wheel Shop		Jaime Kekiesen	ATD
8	Sean Gerhart	Reliable Tire Co	18	Jason Weintraub	Myers Tire Supply
	John Butler	Reliable Tire Co		Bobby Shlosser	Myers Tire Supply
	Joe Rossi	Reliable Tire Co		Mike Morey	Myers Tire Supply
	Matt Girourd	Reliable Tire Co		Dave Zalewa	Myers Tire Supply
9	Matt Lewis	Max Finkelstein	19	Paul Stanley	Myers Tire Supply
	Brian Finkelstein	Max Finkelstein		Henry Osami	Myers Tire Supply
	Kirk Feinswog	Max Finkelstein		Ben Moore	Optimize Social Media
	Lou Patrick	Max Finkelstein		Dan Hicks	Myers Tire Supply
10	Chris Richards	Max Finkelstein			
	John Bruhm	Max Finkelstein			
	Al Rivera	Max Finkelstein			
	Michael Foster	Max Finkelstein			

# 2015 NETSA Scholarship Golf Tourney

Shining Rock Golf Club, Northbridge, MA

The Road Runner  
Fall 2015



Team Low Gross	Jim Rogers - GH Berlin Windward
Team Low Gross	Joe Comely- GH Berlin Windward
Team Low Gross	Rich Flaherty-GH Berlin Windward
Team Low Gross	Pat Jones - GH Berlin/ Valvoline
2nd Team Low Gross	Jason Weintraub - Myers
2nd Team Low Gross	Bobby Shlosser - Myers
2nd Team Low Gross	Mike Morey - Myers
2nd Team Low Gross	Dave Zalewa - Myers
Longest Drive #9	Joe Rossi - Reliable Tire
Longest Drive #16	Sean Gehart - Reliable Tire
Longest Putt #1	John Butler - Reliable Tire
Closest to Pin #8	Chris Cameron - Melvin's Tire Pros
Closest to Pin #12	Jim Melvin - Melvin's Tire Pros



TEAM 1



TEAM 2



TEAM 3



TEAM 4



**TEAM 5**



**TEAM 6**



**TEAM 7**



**TEAM 8**



**TEAM 9**



**TEAM 10**



# 2015 NETSA Scholarship Golf Tourney

Shining Rock Golf Club, Northbridge, MA

The Road Runner  
Fall 2015

**TEAM 11**



**TEAM 12**



**TEAM 13**



**TEAM 14**



**TEAM 15**



**TEAM 16**



# 2015 NETSA Scholarship Golf Tourney

Shining Rock Golf Club, Northbridge, MA

The Road Runner  
Fall 2015

## TEAM 17



Closest to Pin #5	Sean Gehart - Reliable Tire
Closest to Pin #15	Joe Rossi - Reliable Tire

## TEAM 18



## TEAM 19



# Improving your Business Facebook Visibility

Wayne Croswell, President & CEO of WECnology, Inc.

The Road Runner  
Fall 2015



Most likely you have some sort of Facebook presence for your business. Right? If you don't, what are you waiting for? It's free and it does help generate business. This article will explore some tips and techniques to improve the effectiveness of your business Facebook.

People love pictures and videos. Are you posting your fair share? It's important to make sure to use local events, scenes and stories. People like to relate to what they are seeing. Perhaps they recognize the background or have a fond story about the place in the picture. There is comfort in familiarity. How often does a picture catch your eye, you read on and then find out what caught your interest is 3000 miles away. The impact is lost at that point.

Make sure to post pictures of people, especially your customers. They are your raving fans. Raving fans will spread the good word about your business. They will share the posts with their friends and on their own Facebook page. Mission accomplished.

One tip that is not as obvious is to collaborate or share other businesses stories in your community. Align your business postings with theirs. If you use a catering company to host one of your open house BBQ's, look for something that company may be celebrating and share it on your site. Naturally, you want them to reciprocate. More points of contact with perspective customers.

Get your customers to provide testimonials or reviews about their experience doing business with you. Customer reviews are some of the most powerful methods to gain customer satisfaction and trust. Post them on your Facebook page, but more importantly, get your customers to post them on their page and to the many social media sites on the Internet. Priceless.

Use Text Message Marketing as a means to band your customers into a loyalty club. Some of these tools will post directly to your Facebook page as well. This further promotes the club and gives your Facebook followers additional exciting things from your business. These programs can virtually manage themselves with the right tool. Conduct contests; send safety tips, text graphical coupons, and so much more. These programs are very affordable and have very high retention rates of customers that join.

When your business has more visibility and engagement on Facebook and other social sites, you increase awareness of your business. Awareness is the first step towards making a sale.

While engagement and visibility aren't the true endgame for your business, they are part of the equation.

Facebook is where people are hanging out and the more techniques you can use to increase your visibility, the more valuable Facebook is to your business.

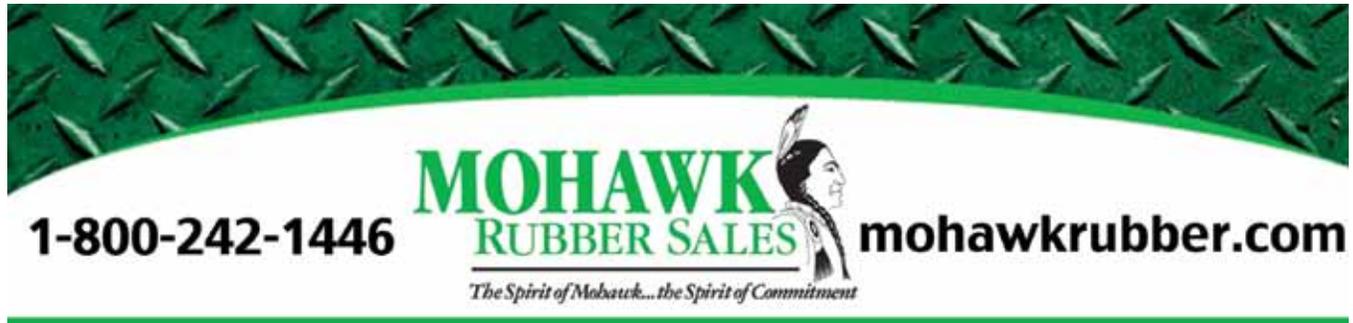
Happy Facebooking.....

Wayne Croswell can be reached at (603) 249-5530 or email at [wcroswell@wecnology.com](mailto:wcroswell@wecnology.com)

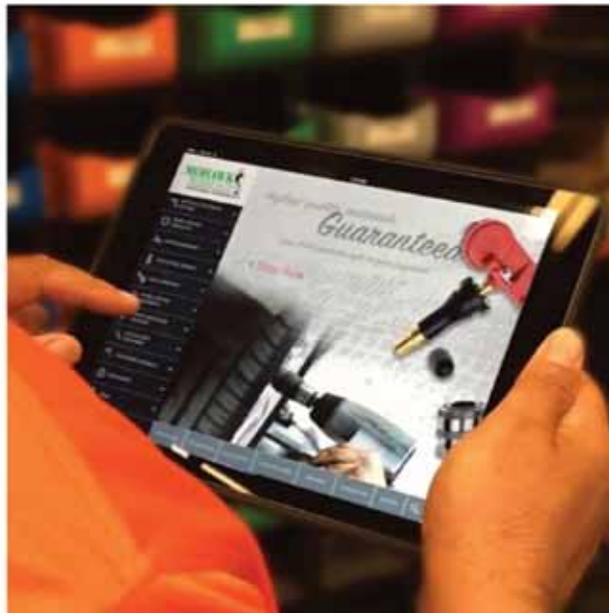
## 2015 NETSA Scholarship Golf Tourney Shining Rock Golf Club, Northbridge, MA



See you next year! - Jack Kelly



## Mohawk Rubber Sales App coming this fall!



Your shopping experience is just a few clicks away with our new APP hitting the market this fall for a FREE download! Ask your local representative about pre-registering your shop.

- full ordering capability
- search by product number, category, name or brand
- browse order history
- contact any sales representative in the field

Everything but the Tires!



**If this hasn't happened to you yet, my bet is it will.**

You see the name or a number you recognize on the phone and pick it up with, "Hi Joe" (or whoever it says).

And low and behold – guess what? It's not Joe.

Ok, not terrible. A mistake. But picture this true story:

A former assistant's desk phone rang. It showed

the number of her boyfriend on her caller ID. I won't repeat what she said when she answered. Suffice to say it was rather personal because she "thought" it was her boyfriend.

An OMG moment. She came crying into my office telling me what happened. Her boyfriend's boss was using her boyfriend's phone at work and, of course, the boyfriend's name came up on the screen. Yes, it can happen to you.

Safest bet? Don't look. Act surprised. Be great on every call. Or if you do look, use your great same answering skills. Don't discriminate!

Often I hear: Well, it's JUST "Bob" and poor Bob gets a low grade greeting. Not nice. Bob should get the same greeting as you'd give Taylor Swift. (If she called you that is.)

I've been *speaking on customer service* a long time and I'm asking you to believe me. It's not worth it to discriminate on how you answer the phone.

Make each call GREAT! Treat each caller as though it was your favorite movie star.

Even if you look and see it's Bob Smith who you know and love, that call should be answered normally. NOT "Hi Bob" or some other personal note. Because it may not be Bob.

**Example:** One day a friend of mine called me about 4 times in a row in a very short period of time. And each time I saw the name on my cell, I answered as I always do; upbeat and with that eternal smile: "Hi, this is Nancy."

Finally on the 5th call with her name popping up I said, "Now what the xxxx do you want?"

Right, it wasn't her. It was her friend using her phone, because my friend couldn't make the call.

So...final answer... **Answer your cell phone the same way each time. With a buffer, "Hi" and your name, "This is Bob."** (You, of course, use your right name). Ha, ha

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

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

The Newsletter of New England Tire & Service Association

- Widely Read throughout the New England Tire & Service Industry.
- Over 550 copies sent out each Quarter to Members & Suppliers.
- Also published on our Website at [www.netsa.org](http://www.netsa.org)
- Informative, Timely Articles about Issues which affect our Industry.
- Very Competitive Rates for your Company's message to be seen.

One Whole Year. (4 Qtrly. issues. Mar, June, Sept. Dec. To place your Ad for 2016, Contact Dick Cole.	Full Page	\$ 1400
	Half Page	\$ 950
	Quarter Page	\$ 650
	1/8 Page	\$ 350

## Tough Jobs Need Tougher Equipment



Visit our website at: [www.stellarindustries.com](http://www.stellarindustries.com)  
and see the **BEST** trucks in the industry



Call Your Stellar Industries Sales Representative Today!

Tom Formanek 800.321.3741 ext. 4253

[tformanek@stellarindustries.com](mailto:tformanek@stellarindustries.com)



Our People. Our Products.

800-321-3741 • [www.stellarindustries.com](http://www.stellarindustries.com)



# OUR BRAND IS A PROMISE



When you are looking for quality wheel balance solutions, look no further than Perfect Equipment. Our brand has stood for quality and value for the past 75 years and we aim to continue that success.

**Make the perfect choice. Choose Perfect Equipment.**  
Learn more at [www.perfectequipment.com](http://www.perfectequipment.com)

Perfect Equipment is a brand of  **WEGMANN**  
automotive  
© contents copyright. All rights reserved.

We are a proud supporter of the  
**New England Tire &  
Service Association**





Aftermarket business sales are rarely completed without some type of financing. As a shop owner contemplating a sale of your business, understanding the elements of bank financing is key to ensuring you will maximize the sales price and minimize the process time.

The Small Business Administration (SBA) gives participating banks some comfort

room and elbow space in approving business purchase loans by guaranteeing as much as 85% of bank loans up to \$150,000 and 75% of loans more than \$150,000. SBA loan terms and interest rates are competitive and attractive.

I've been involved in the sale of about fifty automotive service businesses in the past few years, and arranged for bank/SBA financing for approximately 2/3 of them



## Consider How Your Business Sale will be Financed and Prequalified by the Bank

As a seller, you should understand that buyers are very focused on the required down payment and on trying to buy as big a business as they can.

The biggest difference between a conventional business loan and an SBA loan is that you don't have to have a lot of collateral for an SBA loan. These are not risky loans.

It helps greatly to get a business pre-qualified by the bank. That prequalification demonstrates credibility with a buyer that the business is solid enough that a bank will lend the money if the buyer is qualified.

## Preparing and Properly Packaging Business Financials

As a business broker specializing in the automotive aftermarket, I often work closely with my clients who are preparing their business for sale during the business succession planning process to make sure that business income and expenses are properly categorized and consistent from year-to-year and to determine whether or not the aftermarket business is going to ultimately qualify for financing. Buyers determine their offer price based primarily on your cash flow, using your historical information to predict how much cash the business will generate.

Both the buyer and the bank will have expectations that you supply at least three years of tax returns and profit and loss statements.

As a business broker, I often perform the service called "recasting" your financials before they are presented to a bank or to a buyer. Adding back payroll that is not applicable to a buyer is one of the most common adjustments. A recasting spreadsheet is really the guts of

how you maximize the cash flow documentation and hence maximize the selling price of your business. Generally the cleaner it looks, the less the buyer and the bank will question it and it makes your business easier to sell.

A business has to have a cash flow and spreads that make sense. Banks hone in on that more than anything. Many shop owners may not know that they are looking at the business more closely than they are looking at the buyer when it comes to approving a loan.

## Properly Pricing Your Business

It's never too early to get an idea about what your business might sell for.

Trends are a huge factor...Banks look at trends. They like them to either be stable or on the upswing. A business that has been having more than 15% declines year over year will have a hard time getting a financing deal approved.

Businesses are generally valued as a multiple of cash flow. It is not linear, so the higher the cash flow, the higher the multiple. Generally the range is 1.5 - 3 times the Seller's Discretionary Cash Flow, a term that you may see on Internet sites like BizBuySell.com and will become very acquainted with during the business valuation and sales process.

*For more information, call Art directly at 610.722.5636 or visit [www.art-blumenthal.com](http://www.art-blumenthal.com)*

**Why have more than 200 retail tire dealer locations recently made the switch to TireMaster software?**



- Fast, efficient, easy to learn and use
- Quickly completes accurate & professional estimates
- Integrated accounting designed for the tire industry
- Enables you to increase efficiency and reduces costs
- Helps you to improve customer satisfaction and loyalty

**ASA** Automotive Systems, Inc. **Your #1 Resource for Tire & Service Software**

For Details: **CLICK** [www.asatire.com](http://www.asatire.com)  
**CALL** 800.657.6409 **EMAIL** [info@asatire.com](mailto:info@asatire.com)

# TRUE ALL-SEASON ZIEX ZE950 A/S

Introducing, the All-season Tire with Dynamic Range Technology (DRT).  
To Learn More about DRT, Visit [Falkentire.com/ZE950](http://Falkentire.com/ZE950)



EXCELLENT  
TREAD  
LIFE

COVERS UP TO  
**93%**  
OF TOTAL  
PERFORMANCE MARKET

REAP YOUR  
REWARDS

**FANATIC**  
FALKEN ASSOCIATE NETWORK

[fanaticdealer.com](http://fanaticdealer.com)

**FALKEN**  
TIRE

WE GET YOU GOING™

[facebook.com/falkentire](https://facebook.com/falkentire)

Vehicle accidents can cost you money, lots of money in lots of different ways — physical damage to your vehicle or third-party vehicles, bodily injury claims, workers' compensation claims and legal defense costs. Negligent entrustment — giving or entrusting your vehicle to a person who is incompetent or cannot operate the vehicle safely — is becoming a significant exposure. In some states, court-awarded punitive damages are not insurable and would be paid by you. It's easy to see that hiring the best and safest drivers available is a sound management decision, and an excellent loss prevention practice.

Selecting good drivers is the first and most critical element of a vehicle loss prevention program. Statistics have proven that drivers with a history of moving violations and vehicle accidents are more likely to have additional accidents. Research conducted by the American Transportation Research Institute indicates that drivers who have had a past crash have a significant 88 percent increase in their likelihood of a future crash.<sup>1</sup>

The first step in evaluating a prospective employee's driving record is to verify that the individual has a current, valid driver's license. Next, a Motor Vehicle Record (MVR) for the previous three years should be obtained from each state where the driver holds a license in accordance with applicable laws. If the person has a Commercial Driver's License (CDL), they can only be licensed in one state. There are several methods by which an MVR can be obtained. The prospective employee can be required to supply their own MVR and turn it in with their application. The state agency responsible for these records can also be contacted directly to obtain this information. Vendors offer a third option. There are some vendors that can, for a fee, obtain MVRs within hours.

Once it has been obtained, evaluation of the MVR is very important. Management should establish criteria for evaluating potential drivers' records as part of the screening process. Bear in mind when developing this criteria that it must be applied uniformly throughout the organization for all drivers. Many companies follow "point systems" similar to those developed by some state agencies. A number of points are assigned to violations and they accumulate for a three year period. A designated number of points should trigger predetermined corrective measures. The following is a guide for determining the severity of some violations:

### Violations that present a substantial liability exposure:

- Driving under the influence of alcohol or drugs
- Any license revocation or suspension
- Reckless driving where bodily injury or property damage results
- Hit and run

### Other violations that present liability exposure include:

- Speeding
- Failure to yield right of way
- Driving too fast for conditions
- Operating an unregistered vehicle
- Using false registration or license
- Driving while license is under suspension

Conducting the pre-employment MVR check is a good first step, but it should not be the last time the employee's MVR is reviewed. Driving records and habits can change quickly, so it's a good idea to check MVRs as often as every three months, but not less than once each year. It is important to monitor employee driving habits to ensure that drivers maintain a safe driving record. A deteriorating driving record may indicate the need for additional training, counseling or suspension of business related driving privileges.

One word of caution: seek legal advice prior to implementing an MVR program to ensure compliance with all local, state and federal laws pertaining to the use of MVRs and other "personal information" in hiring practice.

**Loss prevention information.** For questions about this loss prevention topic, contact the Zurich Risk Engineering Department at 800-821-7803

WE INTRODUCED MOTOR OIL BACK IN 1866  
AND WE'VE BEEN REINVENTING IT EVER SINCE.

Valvoline



As we close out 2015 and start looking ahead to 2016 we really want to take a minute to reflect back on 2015 and give a big thank you to all our customers. Well 2015 started off with some challenges due to the weather and the record breaking snow fall which we all had to deal with. However, I have to give a lot of credit to the team here. The guys in the office who are here to help the customers with orders and parts to the Team out in the field who thanks to their hard work and dedication to their customers are having another banner year. To our competition that has helped us grow significantly over the past several years by always keeping us looking one step ahead. Of course, there are our customers who we would not be able to keep the lights on without. We look at each and every customer as not just as just another account but as a business partner. As a business partner our goal is to offer you the best product at the best price and service you with the utmost integrity and honesty and a long lasting relationship. We also like to thank the NETSA for everything they have done this year. Once again the Convention was big hit in Foxwoods and the scholarship awards keep growing every year which I am happy to say we will be committing to sponsoring 2 scholarships in 2016 as our next generation of leaders goes off to study at school. Last of course the Golf outing which is always such a well-organized event and we had a great time golfing with our friends from Tire Warehouse and Long Distance tire. Last, from the Myers family to yours we wish you all a happy and safe holiday season.

4<sup>th</sup> Quarter NETSA PROMO: .25oz Steel Tape Weight Low Profile 704 pieces. For all members we are offering a Buy one Get One Free Deal as a way to say thank you to all member customers for 2015. Please contact office or Rep for more details.



**MYERS TIRE SUPPLY YOUR ONE STOP SHOP FOR EVERYTHING BUT THE TIRE**

No, I don't actually mean Google. I mean the "Google" robots that call you to say "It's extremely urgent that we speak to the business owner! Our records indicate that your Google Business Listing has not been claimed." They often call themselves "Google Local Listing Representatives." They pretend to work for Google or an affiliate company.

Here's the thing. They don't work for Google. They don't even work with Google. Google initially contacted the company, an SEO company called Local Lighthouse, over a year ago and insisted they stop the calls because of complaints they were receiving. They reached out to them again a second time earlier this year, but have continued to receive complaints about the calls. So now Google, the real deal, is suing Local Lighthouse in a California court.

A Google My Business Operations Manager stated, "Robocallers have targeted Google users for many years. Callers commonly bombard recipients—usually small business owners or individuals—with misleading offers and promotions for improving Google Search and AdWords rankings, or to improve their Google My Business profile."

Google claims that the company's "sales agents have made statements such as: "We're a Google subcontractor," "we're working for Google," "the \$100 fee goes to Google," and that customers' webpages "will show up multiple times on the front page and get what's called 'Front Page Domination.'"

Without getting into all of the specifics of the case, there is a reason you need to know about this. Here are a few things to keep in mind if you should receive one of these calls.

1. If Google ever calls you, it will be a live person- On occasion, Google may call to verify business information, but unless you specifically request an automated call, you will speak to a real human being.
2. You do not need to pay Google to manage or claim your listings- Google My Business services are totally free.
3. "Front Page Domination" is not a thing- While every business strives to dominate the first page of Google, no one can guarantee that it will happen. No one. It is a very complex process, and Google changes it up quite frequently.

If you have a website provider that offers SEO services, they should also manage your listings on your behalf as part of their services. Google makes managing your listings easy, but it's often too time consuming for small business owners since they have to be managed on an ongoing basis. If you are already working with a website provider and paying them for SEO services, you should not have to worry about managing your own listings. If you're not sure, ask your website provider if these services are included and when your information was last updated.

If you receive calls like this, be sure to let your website provider know. At Net Driven, we take the time to explain these calls to our clients, tell them what to watch out for, and also what they can do to help.

### Here's what Google wants you to do.

1. Hang up- Do not ever give out your business information or engage in a conversation with these companies. Even if you press a button to be removed from the list, you may actually encourage future calls. Just-hang-up.
2. Help Google track these calls- Google has created a web form that you can fill out here: [https://support.google.com/business/contact/rbc\\_form?hl=en](https://support.google.com/business/contact/rbc_form?hl=en).
3. Prevent future calls- Register your number with the National Do Not Call List or contact your phone company to see if they can block any suspicious numbers.

Combatting robocallers is not a small task, as they often call using fake phone numbers that are untraceable. While it's sure to be an ongoing battle, educating yourself on what to watch out for can keep you from getting scammed. So remember, the next time "Google" calls you, just tell them to Get Lost!

For any questions or more information - call Holly at (877) 860-2005 or at [sales@getnetdriven.com](mailto:sales@getnetdriven.com)

*Answers to my questions!*

It's Our Business to Protect Yours

**FEDERATED**  
INSURANCE

[www.federatedinsurance.com](http://www.federatedinsurance.com)

Federated Mutual Insurance Company  
Federated Service Insurance Company\*  
Federated Life Insurance Company

Owatonna, Minnesota 55060  
Phone: 507.455.5200  
[www.federatedinsurance.com](http://www.federatedinsurance.com)

\*Not licensed in the states of NH, NJ, and VT.  
© 2015 Federated Mutual Insurance Company

Fleets Can Save  
**\$7000** per truck



Extended Tire Life



Fuel Savings



Better Ride

Made in the USA



EcoSeal vs. Competitor

**ECOSEAL**<sup>®</sup>  
MORE SEALING. MORE SECURITY

**2x** Sealing Capability

**7x** Corrosion Resistance

# CHECKPOINT

THE ORIGINAL AND THE BEST

Identify wheel end torque and heat issues

Most accurate and easiest to use



800-233-7086 | [www.imiproducts.com](http://www.imiproducts.com)



I'm writing this on a Monday morning in mid September because my 6AM trailer load didn't show up yet. We've been fortunate that this problem hasn't happened at all this year but I always sweat out the one large load a month we receive from TBC. Usually we split the load with someone but

today was a full trailer so it was expected on time. There's nothing like pulling all our vehicles out of the yard starting at 5:15AM this morning for nothing.

At least the rain stopped. We didn't get any rain all summer until the NETSA golf tournament. I wish we had scheduled the tournament earlier in the month as we needed the rain sooner than we got it. We sent a couple of people from our place to golf and were that the course dried out as the day went on. I heard that even Rich Tuttle golfed so I hope it was best ball.

The day before the golf we had a NETSA board meeting and it took an hour and a half to get to the Holiday Inn Marlboro when it usually takes 45 minutes. Between the rain and the Patriots game 495 South was a parking lot. I made it in time for a Scholarship committee meeting at 5:30 PM but the Benefits committee had to finish up so we started around 6PM. There are still some issues to be tied up but it appears that we are going to move the scholarship deadline up one month to try to be able to notify high school seniors of their award prior to their graduation ceremony so that it can be announced there if they so choose. We will also try to find out if the winners have a local newspaper they would like us to send a copy to of the photo taken at the time they receive the check in July. This will give the parents and student some local publicity as well as the tire dealership where the scholarship is awarded. We will have to step up and help Dick Cole with this change because it brings the deadline closer to when we put on the NETSA trade show (which is in mid April of next year at Foxwoods) but we can do it. We are always looking for new ideas to improve the trade show and scholarships so don't hesitate to drop us a line if you have any suggestions. We have had great success with both because we have been willing to make changes over the years. But we can always improve what we do so let us know when we do something wrong (or right for that matter!).

Business has been decent overall through the summer,

especially retail and on the commercial side. The biggest problem right now is hiring help. They either don't have a license or get scared off by the drug testing. We only do tires (no mechanical) so we are not trying to hire brain surgeons here. But you would think so the way it has gone trying to hire people for what we need right now. And of course the government is stepping in to make life more difficult. One national regulation change proposed by the Department of Labor would make it illegal to put an employee on salary unless he makes over \$50,000 instead of the current amount of \$23,660 per year (DOL white collar exemptions to federal overtime pay requirements) while in New York the Governor is proposing a minimum wage of \$15 hour, as is the city Council in Portland Maine.

Yes, they are from the government and they are here to help you. If these kind of ideas get passed it will make it harder for small businesses like us to survive. The big businesses will pass it on (\$10 McDonalds cheeseburger anyone?) but will we be able to? I'm not sure.

Speaking of the government we have seen the final amounts issued on the Chinese tire tariffs. The government really socked it to Chinese tires but then delayed part of the implementation of it, creating confusion, something it's good at. It also eliminated the retroactive amount of the tariff, saving itself a certain barrage of lawsuits that would have followed as I like many believe that it would have been an illegal taking. The only U.S. tire company that may have benefitted from the higher tariffs is Cooper Tire, who I see in the latest news is appealing the tariff amount they are being assessed for their Chinese manufactured tires. And TBC already handled the problem. Anticipating the high tariffs, they moved their Chinese tire production to Vietnam and Indonesia so that they immediately started the flow of tires from those countries into the U.S. as soon as the Chinese tariffs were announced. So instead of going back to U.S. production they just moved their production to other countries. I guess the U.S. government didn't think that would happen. Number of American jobs saved or created, zero.

The next presidential election is around the corner and the Republican Party better come up with a viable candidate against Hillary. Trump is leading right now but sooner or later you feel like he's going to say something that he can't dig himself out of. He's the Teflon Don right now; let's see how he's doing in six months. Anyway enjoy the fall season and hope that business stays good for the rest of the year.

*Larry Lesieur.*

FAMILY-OWNED AND OPERATED SINCE 1955

QUALITY BRANDS

COMPETITIVE PRICES

HUGE INVENTORY

# DELIVERING A DIFFERENCE.

GOODYEAR® MICHELIN® BRIDGESTONE® CONTINENTAL® SAILUN® DUNLOP®  
 BF GOODRICH® FIRESTONE® GENERAL® HANKOOK JETZON® KELLY®  
 KUMHO UNIROYAL® FUZION® SUMITOMO® YOKOHAMA® PIRELLI



## PROFESSIONAL TIRE DEALERS OF NEW ENGLAND

PTDNE is an easy to earn wholesale incentive program for qualifying companies. The more units you purchase of any of our 16+ in stock quality brands, the more dollars you will earn. Incentive payments reward all tire brand purchases made throughout the calendar year. *Some exclusions may apply.*

Sullivan Tire is an authorized distributor for



# SULLIVAN TIRE

WHOLESALE DIVISION

1-800-892-1955 • [sullivantirewholesale.com](http://sullivantirewholesale.com) • Express Locations

South Windsor, CT • Sagamore, MA • Sudbury, MA • Taunton, MA • Woburn, MA • Augusta, ME  
 Bangor, ME • Scarborough, ME • Manchester/Auburn, NH • Portsmouth, NH • Warwick, RI



Equipment Division - Serving all of New England Toll Free - 800-392-6330 • [www.liftworks.net](http://www.liftworks.net)





We are very happy to announce the winners of the NETSA Scholarships. Due to the success of the NETSA Scholarship Golf Tournament and generosity of the members at the annual Hall of Fame Dinner, we were able to match each of the eighteen \$1000 sponsored scholarships. That is two more than last year.

Please join us in congratulating this year's deserving recipients. The winner of the Sullivan Tire Family

of Employees Award sponsored by Sullivan Tire is Megan McGrath of Tire Warehouse attending Champlain College. The Mohawk Rubber Sales of NE Award goes to Joseph Zaccheo (Sullivan Tire) attending Northeastern University. The Robert J. Sullivan Award sponsored by Safehold Special Risk was presented to Sasha Bodnaruk (Northeast Wholesale Tire) who is also attending Northeastern. Maynard & Lesieur awards its Leo H. Lesieur Award to Jared Oleksiak (Kelly's Tire) studying at Western NewEngland.

Donations collected at the Sullivan Tire booth at the annual trade show this spring and Sullivan Tire, have funded the Tim Haley Award awarded to Jeffrey L'Heureux of Carson City Tire and attending Salve Regina U. Rielley Richards (Pete's Tire Barn) attending Worcester State won the Melvin's Tire Pros award. Pete's Tire Barns graciously sponsored two scholarships that have been bestowed upon Jon Gualdarrama (Sullivan Tire) attending WPI and Jordan Phelps (Vianor) attending Endicott College.

Joel Katz of Nu-Tread Tire and Northeastern and Angela Dupoise (County Tire) attending Castleton State captured the Tom Lyons Tire and the Nokian Tyre sponsored awards respectively. Brady Foshey of Dickinson College and Don Foshay's Discount Tire grabbed the Max Finkelstein Award. Lillian Furrier (Hogan Tire) was presented with Myers Tire Supply Award.

Town Fair Tire presented its scholarship to Tom Lyon's Tire's Ryan Irvine attending UMaine - Orono. Joseph Peterson of Town Fair Tire attending the University of Florida and Julia Kenney (Vermont) of Bentley University are the winners of the two American Tire Distributors Awards. Ari Theilman from GT Silver City Tire is the recipient of the new Bob Malerba/CT Tire Dealers Award and attends Central Connecticut State U.

Abigail Denis (Pete's Tire Barn) of Providence College won the Kelly's Tire Award. Conner Boucher of Granite State Tire & Battery has won the Reliable Tire Company Award and is headed to Southern Maine Community College.

Due to limited space in our Road Runner, we have decided to spread the bios of our winners over this and the Winter issue.

All of these deserving students have accomplished much. They continue, with your support, to enrich our society with the values and contributions that reflect so favorably on our industry and our members. Thank you to Mohawk Rubber Sales of NE, Maynard & Lesieur, Sullivan Tire, Safehold Special Risk, Inc., Melvin's Tire Pros, Pete's Tire Barn, Tom Lyons Tire, Nokian Tyres, Town Fair Tire, American Tire Distributors, Max Finkelstein, Inc., Kelly's Tire, the Connecticut Tire Dealers Association, Reliable Tire Company and Myers Tire Supply for your generosity and continued support of NETSA and its membership. They enable us to present more aid to member students than any other association in the industry. Congratulations and thank you to all, this is a great thing we are doing.



Picture (Robert Bodnaruk - Father, Sasha, Jeanne Bodnaruk- Mother, Dick Cole - NETSA Exec Dir.)

Sasha A. Bodnaruk - winner of the \$2,000 Manual Dobrusin 2015 Scholarship Award (funded by Safehold Special Risk and the NETSA Scholarship Golf Tournament) is from Wakefield, Massachusetts where she attended Wakefield Memorial High School graduating in 2010. She was a member of the Movement Dance Studio Team, JV Indoor Track Team, and was the Captain of the Varsity Lacrosse Team her Senior Year. She received an Honorable Mention in the 2008 Boston Globe Art Show for Graphic Design, the Clark University Book Award in 2009, and was a elected to the National Honor Society her Senior Year. Sasha has been active working and volunteering these past years while attending school. She worked at the Camp Fire Boys and Girls Club in Salem as a Senior Councilor from 2006 - 2010, a bank teller at the First Educational Savings Branch in 2009-2010, and worked at the Hallmark Health System - Lawrence Memorial Hospital as a Microbiology Lab Technician. Sasha was a volunteer for the Social Awareness Club, the Rachel's Challenge New Student Program, the American Heart Association Walk, the Relay for Life, and over 200 hours for the Camp Fire Boys and Girls Club.

Sasha graduated in May 2015 from Northeastern University earning a 3.77 GPA. and was a member of the Biology Club and Marine Biology Club. Her goal is to become a Physician Assistant and says that in the Spring of 2014, I took an endocrinology course and a large part of the course was diagnosing patients through case studies. I get truly enthralled learning a patient's history, diagnosing their systems, and identifying the best course of treatment. She completed her first co-op at Tufts Craniofacial Pain, Headache, and Sleep Center her Sophomore year and her second co-op at Tufts Sackler School of Biomedical Sciences, doing research in a genetics lab her Junior year. Schuchi Dhadwal, D.D.S. at Tufts says "She is always to the point in her communications, is well organized, structured and clear in her thinking, and is able to translate her clear thinking into clear communication too (verbal and written)."

Sasha is attending Mass. College of Pharmacy and Health Science in Boston, MA working toward a Masters in Physician Assistant. She says that in her second co-op at Tufts University, she worked as a lab assistant in microbiology and found it very rewarding, but she was missing actual patient contact. This reaffirmed her desire to be in health care rather than research. She is excited to have been accepted into the PA program in February 2015.

Her father, Robert Bodnaruk, is the co-owner of NETSA member, Northeast Wholesale Tire in Malden, MA. Congratulations Sasha.

# 2015 NETSA Scholarship Winners

The Road Runner  
Fall 2015



Picture ( Matt Lewis – Max Finkelstein & NETSA Treasurer, Hanna Gore, Brady, Don Fosbay Jr –Father & NETSA Director, Brian Finkelstein – Max Finkelstein, Dick Cole – NETSA Executive Director)

Brady W. Foshay – Winner of the \$2,000 Max Finkelstein 2015 Scholarship Award (funded by Max Finkelstein and the NETSA Scholarship Golf Tournament) is from South Portland, Maine.

Brady graduated from Cheverus High School in 2013. He participated in basketball, baseball and cross country as well as both indoor and outdoor track. In his senior year, Brady was the individual 800 meter indoor state champion. He also won state championships in the indoor 4x800, 4x200 as well as outdoor state championships in the 4x400, 4x800 and 4x100. In his senior year, Brady was captain of both cross country and indoor/outdoor track. He was also awarded the MVP in track and field at the end of his senior year.

Brady volunteered at the Easter Seals Child Care and Learning Center his senior year. His position was to help prepare both autistic children and children with various disabilities for kindergarten. Each day was spent teaching different activities to the children to stimulate their readiness abilities.

During the last four years, Brady has worked for his father where he was utilized stocking tires, as well as loading tires on trucks. Brady also worked for the City of South Portland in their civil engineering internship program. It was with the city position that he worked with others to help create a GPS mapping system for the cities bike and walking trails. They took pictures through various trails and then uploaded the photos onto an internet database that would take the on-line viewers through each trail. The project eventually was given to the cities' technical group, and Brady was transferred to the grounds keeping department. It was there, that Brady helped maintain different city-owned properties.

Brady is attending Dickinson College in Carlisle, PA as a Sophomore majoring in English. He will be traveling to England this semester and is passionate about exploring different cultures of the world. He hopes to use writing as a craft that can bring personal and career oriented success to his life

Joe Connors, Operations Manager for Summit of New England, said "I have had the pleasure of having Brady as a valuable employee. He has been dependable and has proven to be versatile in our office and warehouse. He produces consistent quality work with attention to detail. All duties were always performed professionally and correctly. His great personality and attitude were just icing on the cake."

His father Donald A. Fosbay, Jr., owns NETSA Member Summit of New England in Biddleford, Maine. Congratulations Brady.



Picture (Dick Cole – NETSA Executive Director, Matthew Furrier – Father, Jason Weintraub – Myers tire Supply, Lillian, Julie Furrier – Mother, Katie Furrier – Sister)

Lillian E. Furrier – Winner of the \$2,000 Myers Tire Supply 2015 Scholarship Award (funded by Myers Tire Supply and the NETSA Scholarship Golf Tournament) is from Wilmington, Massachusetts.

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

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

In 2011, Lillian realized business would be her career choice while working part-time during high school. Her duties included clerical and accounting tasks along with administrative support for the Schawbel Corporation. Through all of her part-time positions, Lillian has realized that accounting is the field she is most interested in. Lillian is attending Bentley University in Waltham, MA as a Sophomore majoring in Accounting and earning a 3.88 GPA. She received an internship at Fabtron Corporation in Waltham, MA. She's also continuing her love of dancing as a member of both the Bentley Competition Dance Team and Bentley Game Day Dance Team. The Game Day Dance Team cheers and dances at all Bentley Football and Basketball games, and Lillian received their 'Team Spirit Award' this year. Her future plans are to graduate with a Bachelor's of Science in Accounting, and then pursue her Master's Degree. After graduating, she would like to go into public accounting before transitioning into corporate accounting..

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

# 2015 NETSA Scholarship Winners

The Road Runner  
Fall 2015



Picture (Dick Cole - NETSA Executive Director, Bob Katz - Father & NETSA Director, Joel Katz, Mike Garzone - Tom Lyons Tire)

Joel A. Katz - winner of the \$2,000 Tom Lyons Tire 2015 Scholarship Award (funded by Tom Lyons tire and the NETSA Scholarship Golf Tournament) is from Marblehead, Massachusetts where he attended Marblehead High School graduating in 2012 with a 3.6 GPA and scored a perfect 800 on the Mathematics portion of his SAT. He lettered three years on the Varsity Football Team as an Offensive Guard and Defensive Linebacker, awarded the "Unsung Hero Award" as a Junior, the "Esso Haines Award" his Senior year, chosen by his teammates as one of three captains also his Senior year, was named to the All-Conference Team of both the Salem News and the Lynn Item, and was a Boston Globe and Boston Herald All-Star. He was also a three year member of the Winter Indoor and Spring Outdoor Track Teams, the Varsity Wrestling Team his Freshman year, and became the Sports Editor for his school newspaper his Senior year. He was a three year Class President, was a Co-President of the Student Government his Senior year, and was the Host of the Senior Class Talent Show. His High School Guidance Counselor, Allan Gauthier, says "He is honest, respectful and conscientious. He is an integral part of this high school community and his presence has a significant and positive impact."

Joel has been very active working and volunteering these past years while attending school. He's worked for Nu-Tread Tire cleaning the shop, changing tires, performing oil changes on vehicles, and learning to do general mechanical services. He also worked his Junior year as an Instructor at For Kids Only, an afterschool program in Peabody, that helps educate, guide and mentor under privileged children. He has been an energetic two year volunteer with the Big Brother "Bridging Lives" program where he spent every Sunday with his "little brothers" as their mentor and positive role model finding this to be extremely rewarding.

Joel is attending Northeastern University in Boston, MA as a Junior majoring in Business Administration and has earned a 3.28 GPA. He's been a member of the Northeastern University Entrepreneurs Club and the Northeastern University Marketing Association which both meet weekly. He's worked as a Lab Attendant in the Mathematics Department and will be working for Techtronic Industries in the Northeastern University Cooperative Program this Fall as a Field Sales Rep. Joel's goal is to earn his Bachelor's Degree in Marketing and then Master's in Business or Law.

His father, Bob Katz, owns NETSA member, Nu-Tread Tire and Auto Service in East Boston, MA. Congratulations Joel



Picture (Dick Cole - NETSA Executive Director, Lee Diekes-ATD, Mark Rochefort - Father & NETSA President, Julia, John Reid -ATD - RVP, Tony DeSimone - ATD & NETSA Director))

Julia B. Kenney - Winner of the \$2,000 American Tire Distributors 2015 Scholarship Award (funded by ATD. and the NETSA Scholarship Golf Tournament) is from Hubbardston, Massachusetts.

Julia attended Wachusett Regional High School in Holden, MA graduating in 2013. During her four years there, Julia was awarded "Freshman of the Year" in 2010, "Member of the Year" in 2011 and the Massachusetts State Council "Commonwealth Award" in 2011. In her senior year, Julia served as Vice President of the student body. She attended several state and regional student council conferences along with being a member of the state school board's Central District Regional Student Advisory Council. Julia helped to bring awareness to Melanoma Cancer, by organizing three successful walks/runs with the donations going to research this type of cancer. She danced for sixteen years; ten years as a competitive dancer and she won multiple awards.

Julia is attending Bentley University in Waltham, Massachusetts as a Junior majoring in Business Management and earning a 3.62 GPA. Julia is active both at Bentley and in the community by donating her time to four clubs. These clubs range from giving prom dresses to under privileged girls in the Boston area to offering workshops for young women, which provide guidance in creating their resume, preparing for a career or college. Julia is a member of the Circle K Club on the University campus. They hold events within the Boston area to help the community. One such event is a monthly party at the Waltham Public Library for kids. Julia continues with participating in Bentley's Relay for Life, and she enjoys yoga and skiing.

This Summer Julia obtained an internship with Acorio, a professional services company, where she'll be working directly for the President & V.P.. The 3 prior summers, Julia worked at Vermont Tire and Service with both her step-father and grandfather who started the company 35-years ago.

This Fall, Julia will be studying for a semester at Bond University in Queensland, Australia. She hopes her experience there will further her knowledge of international business and crossing cultural divides. Julia's goals are to earn a Liberal Studies Major in Global Perspectives and then to attain a Masters of Business Administration. She eventually aspires to work at an international company in a management or consulting position where she can play a part in global strategy for the business.

Julia's step-father is Mark A. Rochefort, Vice President of NETSA Member Vermont Tire and Service Company. Congratulations Julia.



Average size for Pickups



Average size for 19.5



Average size for semi-steer



Average size for semi-drives



Super singles for semi-drives



**The only tire balancing product proven to improve fuel economy in two separate SAE and TMC Type II fuel tests. Counteract is the most technologically advanced balancing system on the market.**

- TPMS Compatible
- Not affected by moisture
- The only internal balancing agent that balances the tire/axle from zero MPH up to cruising speed.
- Research shows cooler tire temperatures
- Environmentally friendly



# NEW!

## STUD CLEANING TOOL

Quickly and effectively removes rust and debris from wheel studs using your air wrench or handheld power drill (with adapter).

3 Tools and 6 brushes available for stud sizes:

- 12 mm, 13 mm, 14 mm,
- 16 mm, 22 mm, 28 mm



[www.counteractbalancing.com](http://www.counteractbalancing.com)



Picture (Dick Cole - NETSA Exec. Dir., Steve McGrath - Father & NETSA Director, Megan, Cindy McGrath - Mother, Rich Lincoln - Sullivan Tire)

Megan K. McGrath - winner of the \$2,000 Sullivan Tire Family of Employees 2015 Scholarship Award (funded by Sullivan Tire and the NETSA Scholarship Golf Tournament) is from Keene, New Hampshire where she attended Keene High School graduating in 2012. She was a member of the Girl's Cross-Country team all four years and was inducted into the National Honor Society her senior year for maintaining above a 3.5 average GPA.

Megan has been active working and volunteering these past years while attending school. She worked at Humdingers Mini Golf and Ice Cream for three Summers. She also worked as a Nanny past Summers, and has been babysitting for numerous families during the H.S. school year. Megan was very energetic as a volunteer for the Community Kitchen Thanksgiving meals, local nursing home in Keene, Keene Day Care Center, and many volunteer activities for the United Church of Christ during February vacations in: Puerto Rico (working with farmers and businesses), Los Angeles (homeless, poverty, drugs & gangs education), Richmond (daycare and afterschool program for low-income kids), and Washington D.C. (hunger awareness, soup kitchens and distribute food). She was also the youth Deacon at her Church her Senior year.

Megan is attending Champlain College in Burlington, Vermont as a Senior majoring in Elementary Education. She has earned a 3.95 GPA, on the Dean's List her first three years, and received the Outstanding Academic Achievement Award for the Education and Human Studies Division this Spring. She has been working at Edmunds Elementary School (Burlington) in the Kids After School Program since 2013. She explains "I decided I wanted to major in elementary education after working at a preschool on one of my church's mission trips." She also has worked in 3 Intern programs at the Cheshire Children's Museum in Keene since May 2013, the Allen Brook Elementary School in Williston, and the Trinity Children's Center at the Trinity Campus in Burlington

She wants to gain experience and graduate from Champlain College, then get a job in the education field and work with children somewhere in New England. Her Keene High School Science teacher, Marshall Davenson, says "Megan McGrath is a stand out.....Megan has an amazing work ethic.....She makes it look easy, never appearing stressed, never complaining".

Her father, Steve McGrath, is the manager of NETSA member, Tire Warehouse in Keene, NH. Congratulations Megan.



Picture ( Cruz Gualdarrama - Father, Hope Gualdarrama - Mother, Jon Paul, Dick Cole - NETSA Executive Director)

Jon P. Gualdarrama - winner of the \$2,000 Pete's Tire Barn 2015 Scholarship Award (funded by Pete's Tire Barn and the NETSA Scholarship Golf Tournament) is from Worcester, Massachusetts where he attended St John's High School graduating in 2012. He was a member of the Chess Club, Vice President of the Computer Club, and performed as an actor, singer, and dancer in almost a dozen musicals while in school. He received the Rochester Institute of Technology Award in 2011, was the winner of the Spanish Scrabble at St John's, and earned high honors with a 3.89 GPA in the Advanced Placement Program.

Jon was very active working and volunteering during his high school years. He worked at 44 Sterling Street, in Worcester, doing general maintenance on the apartments such as painting, wall-papering, installing carpeting, shoveling snow, and mowing, raking and weeding lawns. He was also a very active volunteer at the New Citizens Center as a mentor and tutor to young peers who are non English speaking immigrants to America. He has tutored in algebra, geometry, chemistry and English. His teacher, Gregory Blondon, says "Jon's excellent communication skills and knowledge of a second language development have allowed him to work with adolescents learning to speak English." He has also assisted the elderly with translating both verbally and with their letters while often helping them with their home chores. He was also active at his church, St. Peters Parish, singing in the Choir, in special chorus, and as the lead Alter Server.

Jon is attending Worcester Polytechnic Institute in Worcester, MA as a Senior majoring in Computer & Electrical Engineering where he has been on the Dean's List all three years with twenty-six A's and four B's. He's been singing and playing the piano at Catholic Masses and been a member of the Glee Club at WPI. John also has been an Actor in two Plays at WPI and two Plays at the Stageloft Repertory Theater in Sturbridge, MA. He's been a Senior Tutor for two years and was an Electrical Engineer Intern at MITRE Corp. in Bedford, MA this summer. His goal is to obtain his Bachelor's Degree with 'High Distinction' and then find a position at an electrical engineering firm which will offer financial assistance with obtaining a Master's Degree.

His father, Cruz Gualdarrama, works for NETSA member, Sullivan Tire as an Auto Tech in their Sudbury, MA. store. Congratulations Jon.

# WHEN THE RUBBER LEAVES THE ROAD



GET THE WINNING COMBINATION OF  
OUTSTANDING PRICING AND EXCEPTIONAL  
RECYCLING SERVICES WITH LAKIN TIRE

Work with the leading tire recycling company in the United States and take advantage of:

- **Custom scheduling** with your choice of pick-up frequency including winter and summer schedules
- **Pickups that are on time, every time** by courteous and professional drivers. This ensures your facilities stay environmentally clean and compliant
- **Technologically advanced fleet of trucks** with state of the art routing and scheduling



Call: 1-800-368-8473 or 1-203-932-5801  
or email: [eastsales@lakintire.com](mailto:eastsales@lakintire.com)

to find out more about Lakin Tire's special offer for  
new customers and be sure to ask about our  
large selection of used tires



*P (Bob Mazzola – Tom Lyons Store Mgr, Jack Kelley – Grandfather, Ryan, Lisa Kelley Irvine – Mother, Dan Hanna – Town Fair Tire, Dick Cole NETSA Exec. Dir.)*

Ryan J. Irvine – Winner of the \$2,000 Town Fair Tire 2015 Scholarship Award (funded by Town Fair Tire and the NETSA Scholarship Golf Tournament) is from Waltham, Massachusetts.

Ryan graduated from Waltham Senior High School in 2014. Music has always played an important part in Ryan's life, starting in fourth grade where he played both the flute and saxophone. He continued his love for music in high school, by participating in the orchestra and the jazz band, playing first chair flute and alto saxophone respectively. Both kept him busy playing venues at Walt Disney World and Universal Studios. Ryan was also a senior member of the Waltham Show Band, a group largely independent of the school and they performed out of state as well as on an international level. Many awards were won by this band, both locally and internationally.

During the last four years, Ryan, was a USSF Soccer official, officiating in prestigious invitational tournaments to include the Massachusetts District Tournament, Massachusetts Tournament of Champions, Massachusetts State Cup, Commissioner's Cup and the International Needham Tournament. Ryan also actively officiated in various youth and adult leagues, to include New England Premiership, Massachusetts Premier League, and Super Y.

In the summer of 2013, Ryan was selected as an intern by Instrumentation Laboratories, a biomedical engineering firm located in Bedford, Massachusetts. While there, Ryan observed engineers from various backgrounds, use their combined knowledge to create specific devices to measure the molarities of gasses dissolved in the blood and to recognize different colored blocks and balloons. Ms. Jessica Levesque, Human Resources Manager said "Ryan was adept and quietly and confident in managing his group by overseeing the project." "I found Ryan to be a natural leader who also has strong technical skills."

Ryan works in retail sales at Tom Lyons Tire and Auto, Waltham, Massachusetts. His position affords him the opportunity of learning the basic mechanisms involved in automobiles, the fine art of both listening and speaking with customers, and the importance of hard work. Ryan is thankful for these life skills which will see him long through his future.

Ryan attends the University of Maine in Orono, Maine as a Sophomore. He is studying biological engineering with a focus in physics. Upon graduation, Ryan's ambition is to pursue a career in designing systems and products, such as artificial organs and body parts. He intends to enroll in a graduate program while continuing to work in his chosen field. Congratulations, Ryan.



## Dear World

Written by Dan Valentine submitted by Pat McGeoghegan - Mohawk Rubber Sales

My young son starts school today... It's going to be sort of strange and new to him for a while, and I wish you would sort of treat him gently.

You see, up until now he's been king of the roost ... He's been boss of the backyard... His mother has always been near to soothe his wounds and repair his feelings.

But now things are going to be different. This morning he's going to walk down the front steps, wave his hand, and start out on the great adventure...

It is an adventure that might take him across continents, across oceans... It's an adventure that will probably include wars and tragedy and sorrow... To live his life in the world he has to live in, will require faith and love and courage.

So, World, I wish you would sort of look after him... Take him by the hand and teach him things he will have to know. But do it gently, if you can.

He will have to learn, I know, that all men are not just, that all men are not true. But teach him also that for every scoundrel there is a hero... That for every crooked politician there is a great and dedicated leader... Teach him that for every enemy, there is a friend. Steer him away from envy, if you can... and teach him the secret of quiet laughter.

In school, World, teach him to have faith in his own ideas, even if everyone says they are wrong... Teach him to be gentle with gentle people and tough with tough people. Try to give my son the strength not to follow the crowd when everyone is getting on the bandwagon...

Teach him to listen to all men - but teach him also to filter all he hears on a screen of truth and take just the good that siphons through.

Teach him, if you can, how to laugh when he's sad... Teach him there is no shame in tears... Teach him there can be glory in failure and despair in success. Treat him gently, World, if you can, but don't coddle him... Because only the test of fire makes fine steel...

Let him have the courage to be patient... Let him have the patience to be brave. Let him be no man's man... Teach him always to sublime faith in himself. Because then he will have sublime faith in mankind.

This is quite an order, World, but see what you can do... He's such a nice little fellow, my son!



**LAPPEN'S**

**Serving New England Since 1928...**



**WHEEL BALANCERS**



**ALIGNMENT SYSTEMS**

Your Authorized Distributor  
**HUNTER**  
Engineering Company



**TIRE CHANGERS**

**New England's Largest Automotive Equipment Supplier**



**AIR COMPRESSORS**



**KAESER**  
COMPRESSORS  
*Built for a lifetime.*



**FLUSH MOUNT OR  
ABOVE GROUND  
ALIGNMENT RACKS**



**EZ Financing - We Take Trades - Best Prices**



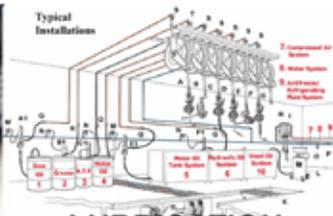
**All Types  
of  
LIFTS**



**Design, Supply, Install... We Do It All!!**



**A/C MACHINES**



**LUBRICATION  
SYSTEMS**



**EXHAUST SYSTEMS**



**TECH BENCHES**

**See more items and sign up for specials at [www.lappen.com](http://www.lappen.com)**

**LAPPEN'S GARAGE EQUIPMENT**

*Call Today....* **800-752-7736**



## Cole's Column

NETSA's 2015 Scholarship Golf Tournament was blessed to have had another great success on an overcast day and raised \$12,439 toward our Scholarship Fund. Golf Committee Chair – Jim

Melvin Jr, Registration Desk Chair Jack Kelley, Donations Chair Katie Maguire and Raffle Chair Steve McGrath put on a wonderful event for our 76 players at the Shining Rock Golf Club in Northbridge, MA on September 11th. We wish to sincerely thank the 34 SPONSORS for their enthusiastic support of our Industry and our Association, the many businesses that supplied us with wonderful items for our Auction and Raffle, and those that bid on the Auction items and bought raffle tickets. We have listed them in this Road Runner.

Our Scholarship Committee – Chaired by Tom Ferguson, announced our Eighteen 2015 Scholarship Winners in this issue of the Road Runner. We feature eight of those eighteen in this issue, and will be featuring the other ten winners in the Winter Issue of the Road Runner. Congratulations to all.

Our Benefits Committee – Chaired by Jack Kelly, met on 9/10/15 to hear presentations from five Companies interested in being a NETSA Benefits Provider. We'll be following up with these Companies and reporting additional Benefits Providers in the December Road Runner. It's our desire to continue to offer Benefits to our members that allow you to save money by being a member of NETSA. One member reports to saving over \$7,000 a year and another member has saved over \$10,000 by taking advantage of our NETSA Benefits. We appreciate our many Benefits Providers, and thank them for their support.

Our Trade Show Committee - Chaired by Rich Tuttle, has announced this year's Trade Show & Convention will be at the Foxwoods Resort Casino in Mashantucket, CT on April 8 & 9, 2016. Rich promises another informational and fun event for 2016 with our popular Friday/Saturday schedule. We'll be mailing out more detailed information to all of you concerning the April 2016 event, in January of 2016.

Our Hall of Fame Committee - Chaired by Jim Melvin Jr, wants to remind you that any NETSA Member may nominate a person they feel is worthy of this award. All 2016 nominations must be received by the NETSA Nomination Committee by December 31, 2016 at [netsapros@aol.com](mailto:netsapros@aol.com). Please see the information, in this Road Runner, on the Hall of Fame Guidelines

Our Legislative Committee asked our NETSA President, Mark Rochefort, to write a letter in July, opposing the addition of mandatory tire registration to HR 2410. NETSA is in agreement with TIA that the full responsibility for tire registration should not be on the small tire retailer but should include the manufacturers and consumers as well.

In September, NETSA joined the Auto Care Association and many other groups in opposition to the Department of Labors proposed changes to the white collar exemptions to federal overtime pay regulation. They are proposing to raise the minimum salary threshold from the current \$23,660 annually to \$50,440 annually which is over a 100% increase. This would hurt small businesses, schools, municipalities, nonprofits, other employers and the economy as a whole.

Our NETSA Membership - Chaired by Dale Franklin, has grown this year to a record 574 paid members. We are very appreciative to all of you who are members during this difficult economy, and our Board is continually striving to ensure your value in being a NETSA Member. We'll send out our 2016 Dues in November, which will remain the same as 2015, and we encourage you to remain a NETSA member.

## YOUR PARTNER IN SERVICE!

For over 50 years, Fleet Equipment has been by your side.



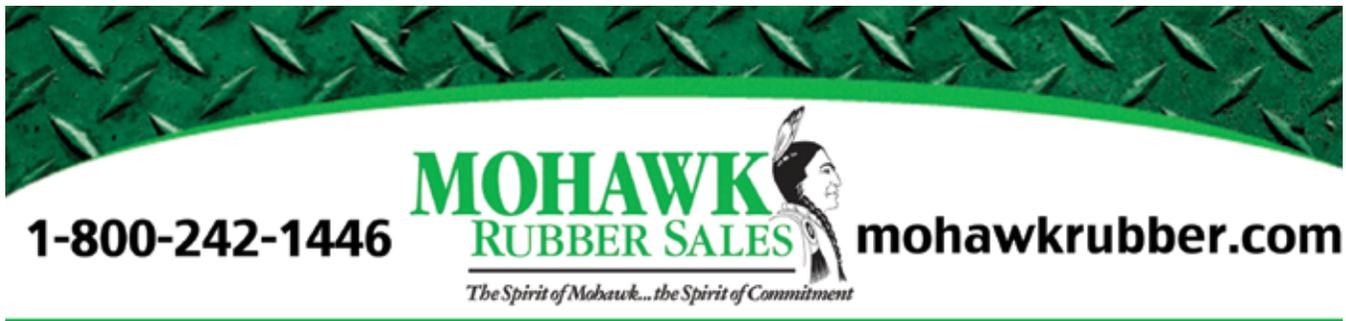
Our commitment to you is WHY we are the Most Trusted Name in Tire Trucks.



**Fleet Equipment Corporation**  
*The Most Trusted Name in Tire Trucks*

Franklin Lakes, NJ  
800-631-0873  
[www.fectrucks.com](http://www.fectrucks.com)





## Mohawk Rubber Sales Annual Vendor & Sales Summit

Every September Mohawk invites vendors from all areas of the field to participate in a two day meeting summit where they get one on ones with all of the Mohawk Sales Force to talk about their products, promotions and specials that they want the team to focus on throughout the next year.

Another successful event was held at the Holiday Inn in Rockland, MA from September 13 - September 16. The positive feedback has been flooding in from the vendors and sales force alike with a lot of enthusiasm already looking forward to the 2016 Summit.

Mohawk Rubber Sales would like to personally thank all of the vendors who participated as well as customers, friends, family and business associates who joined us for the Summit and our 6th annual Worthwhile Life Foundation Charitable Golf Tournament. We're on to 2016! - Mohawk Rubber Sales Family



# Welcome New Members

The Road Runner  
Fall 2015

		Address	City	ST	Zip	Tel #			Address	City	ST	Zip	Tel #	
VIP Tires & Service		21 Old Post Road	Arundel	ME	04046	207-985-7425	VIP Tires & Service		56 So River Rd	Bedford	NH	03110	603-668-6040	
		128 Center Street	Auburn	ME	04210	207-783-8561			323 Washington St	Claremont	NH	03743	603-543-3521	
		61 Western Ave	Augusta	ME	04330	207-622-5841			162 Manchester St	Concord	NH	03301	603-224-4844	
		267 Odlin Rd	Bangor	ME	04401	207-942-0600			26-28 Manchester St	Derry	NH	03038	603-537-0760	
		911 Stillwater Ave	Bangor	ME	04401	207-941-0900			418 Main St	Gorham	NH	03581	603-466-5922	
		11 State Rd	Bath	ME	04530	207-4432652			4 Intervale Dr	Hillsborough	NH	03244	603-464-6200	
		35 Starrett Dr	Belfast	ME	04915	207-338-6160			1033 Union Ave	Laconia	NH	03246	603-528-4390	
		500 Alfred St	Biddeford	ME	04005	207-286-8799			862 Meadow St	Littleton	NH	03561	603-444-4497	
		500 Wilson St	Brewer	ME	04412	207-989-1280			3 Garden Lane	Londonderry	NH	03053	603-537-0064	
		51 Bath Road	Brunswick	ME	04011	207-725-8754			445 Hooksett Road	Manchester	NH	03104	603-629-9760	
		102 North St	Calais	ME	04619	207-454-0246			714 Milford Rd	Merrimack	NH	03054	603-883-8477	
		24 Downeast Highway	Ellsworth	ME	04605	207-667-1088			48 Jones Rd	Milford	NH	03055	603-672-7520	
		597 Maine Ave	Farmingdale	ME	04344	207-582-2858			2179 Lafayette Road	Portsmouth	NH	03801	603-431-1125	
		464 Wilton Rd	Farmington	ME	04938	207-7783470			4 Milton Road	Rochester	NH	03868	603-332-7442	
		14 Country Rd	Gorham	ME	04038	207-839-0439			6 Waltons Way	Somersworth	NH	03878	603-692-5550	
		125 North St	Houlton	ME	04730	207-532-2326			4 West Rd, Suite A	Stratham	NH	03885	603-772-4178	
		12 Lexington Street	Lewiston	ME	04240	207-740-0169			117 Laconia Rd	Tilton	NH	03276	603-286-7557	
		485 Sabattus St	Lewiston	ME	04240	207-784-5464			3 Chase Lane	Woodsville	NH	03785	603-747-2715	
		520 Lisbon St	Lewiston	ME	04240	207-784-0131			200 Boston Rd	Billerica	MA	01862	978-663-2640	
		40 Main St	Madawaska	ME	04756	207-728-6847			90-98 Winthrop Ave	Lawrence	MA	01843	978-557-0066	
		257 River Road	Mexico	ME	04257	207-364-7923			275 Arsenal St	Watertown	MA	02472	617-924-8700	
		85 Main St	Norway	ME	04268	207-743-5192								
		947 Stillwater Ave	Old Town	ME	04468	207-827-7012								
		35 Riverside St	Portland	ME	04103	207-828-4711								
		755 Main St	Presque Isle	ME	04769	207-764-3181			Nortop Canada Inc					
		137 Camden St	Rockland	ME	04841	207-596-0889			1855 CH Saint-Francois	Dorval	QU	H9P 1K3	514-210-8843	
		3 Ocean Park Rd	Saco	ME	04072	207-282-5969			Mister Tire, Inc					
		1238 Main St	Sanford	ME	04073	207-324-1117			740 Brockton Ave	Abington	MA	02351	781-857-2446	
		441 Payne Rd	Scarborough	ME	04074	207-883-6841			Valvoline					
		9 East Madison Ave	Skowhegan	ME	04976	207-474-9159			43 Southcross Trail	Fairport	NY	14450	585-305-5435	
		207 Waterman Dr	S. Portland	ME	04106	207-767-8133								
		2 Union Park	Topsham	ME	04086	207-373-5101								
	337 Main St	Waterville	ME	04901	207-873-5131									
	826 Roosevelt Trail	Windham	ME	04103	207-892-8477									
	62 Bay St	Winslow	ME	04901	207-873-2546									
	940 US Route 1	Yarmouth	ME	04096	207-846-4223									

**JOIN NETSA  
TODAY**

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

**INFLATE YOUR  
OPERATIONAL  
EFFICIENCY**



We build and sell a wide range of tire handling equipment, but that's just a start. We also help our clients do better by tailoring our services to their needs. We take on any challenge, and our 95% satisfaction rate says a lot about how well we are doing it.

**MARTINS**  
INDUSTRIES

**TIRE EQUIPMENT  
MANUFACTURER**

[MARTINSINDUSTRIES.COM](http://MARTINSINDUSTRIES.COM)

Memphis, USA Montreal, Canada Sydney, Australia

**1.866.409.RACK**



Although my newest responsibility as Nominating Committee Chair for NETSA is to locate and recruit talent to serve on our NETSA board, I thought I would also try my hand to help look for potential candidates that we should recognize as important historic tire industry

leaders within New England. I was privileged to work closely with two of these people, but I'm sure there are people that you knew that equally deserve some recognition. Do you remember the influential people that may have played an important part in our current NETSA business owners' careers?

We want to hear from NETSA members who can share and nominate individuals that were or still are important to our industry. Can you share a story about someone that serviced our industry in the past?

Do you remember names like Raleigh Bernard, Jack Connare, or maybe one of the Nugent family members? Did these people or others play a role in helping people within our industry? If so, how? Where are they today?

If you review the guidelines to nominate someone to the honored NETSA Hall of Fame requirements, you can see that there may be many people who fit the bill of being a NETSA Hall Of Fame recipient? Let's see who you know, put a name in the hat, and let's honor the people that were always there to help so many within our industry.

*Steve McGrath*



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. Each nomination must be accompanied by a Biography of the nominee, listing their qualifications to become a member of the NETSA Hall of Fame.

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.

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:

**Must have been active in the Tire and/or Vehicle Service Industry in New England for at least 20 years.**

**Must have distinguished him or herself in our Industry and Community as a reputable and honored Leader.**

Nominations now being accepted:  
Deadline is December 31, 2015

# 2008-2015 Hall of Fame Awards



Inducted	Name	Business Name	Business Location	
2008	Robert J. Sullivan	Sullivan Tire	Rockland, MA	Deceased
2008	Roland M. Lesieur	Maynard & Lesieur	Nashua, NH	
2009	Richard "Dick" Aronson	Century Tire Co.	Portland, ME	
2009	Pat McGeoghegan	Mohawk Rubber Sales	Hingham, MA	
2010	Edward H. Hogan	Hogan Tire Centers	Woburn, MA	
2010	Anthony T. Koles	Montvale Tire	Melrose, MA	
2011	Jack Axelrod	Axelrod Tire	Portland, CT	Deceased
2011	Barry Steinberg	Direct Tire & Auto Service	Watertown, MA	
2011	Richard "Dick" Cole	Dick Cole Tire Center	Portland, ME	
2012	Robert A. Dabrowski	Tire Warehouse	Keene, NH	
2012	Robert "Bob" Hepp	University Wholesalers	Colchester, VT	
2012	Robert J "Bob" Malerba	Malerba's Silver City Tire	Meriden, CT	Deceased
2013	Anne S. Evans	EER Limited	Hebron, CT	
2013	Timothy F. Haley	Haley's Tire & Service Center	Falmouth, ME	Deceased
2013	James P. Melvin Sr.	Melvin's Tire Pros	North Kingston, RI	
2014	Max Katz	Merchants Tire	Boston, MA	Deceased
2014	Ben Kravitz	Summit Tire of Mass	Brockton, MA	
2014	Glenn Wilder Sr	Wilder Brothers Tire	North Scituate, MA	
2015	Robert "Bob" Sims	Stillman Sims Tire Co.	Brockton, MA	
2015	Dominic "Sonny" Toce	Toce Brothers Inc	Torrington, CT	
2015	Irving Greenberg	City Tire Co.	Springfield, MA	Deceased

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

*Congratulations!*

**Monroe Purchases Four Massachusetts Stores from Ben Kravitz and Harvey Rudnick** reported Tire Business. Two of the stores operated as Windsor Tire in Norwood and Stoughton and the other two were Mass Tire & Auto Service Inc. in Brockton and Canton. Mass Tire in Weymouth, Mass., continues to operate as an independent dealership under the ownership of Kevin Walsh.

**NETSA Hall of Fame Nominations** are open for any NETSA Member to nominate a person they feel is worthy of this award. See more information on the Hall of Fame Guidelines here in the Road Runner or at our website [www.netsa.org](http://www.netsa.org). All 2016 nominations must be received by the NETSA Nomination Committee at [netsapros@aol.com](mailto:netsapros@aol.com) by December 31, 2015.

**TIA Announces The First Ever Automotive Tire Service Class For Women Only.** The 4-day ATS level 300 and 400 certification class will be held from October 6-9. For more information contact TIA at 800-876-8372 or 301-430-7280.

**NETSA 2016 Trade Show Dates Are Announced.** Rich Tuttle, Chairperson of the Trade Show Committee, has announced that the NETSA Trade Show & Convention will be held at The Foxwoods Resort & Casino on April 8th & 9th, 2016 in Mashantucket, CT. Full details will be available in January 2016

**The New Jersey State Tire Dealers Association** has put itself on hold, reported Tire Business. Al Breeze, NJSTDA President, sent out a bulletin to members explaining that the association needs new blood to join the board of directors and lead the organization into the future. They have been in existence for more than 40 years.

**Cooper Takes CT Tire Out To The Ball Game.** Bill McNamara and three guests attended the April 11 New York Yankees vs Boston Red Sox game compliments of Cooper. McNamara is an account manager for Connecticut Tire and won the tickets drawn randomly at the New England Tire & Service Association Convention where Cooper CEO Roy Armes was the keynote speaker.

**Direct Tire Breaks Ground On It's 5th Location.** The 7,300 sq ft 8 bay building is scheduled to open on Route 109 in Medway, MA on November 1st. Direct Tire owner, Barry Steinberg, asks "What else would I do at 70 years old to keep myself busy?" Congratulations Barry and Team.



## Edward Haskell Hogan Obituary



Hogan, Edward Haskell 97, husband of the late Hannah Joan (Walsh) Hogan, died Wednesday evening at his home, surrounded by his family. He was the son of the late Thomas E. and Bertha M. (Haskell) Hogan and was born in Boston, MA. Ed lived in Hamilton for 60 years where he and Joanie raised a family of six. Ed was a successful businessman, and avid golfer and an accom-

plished equestrian; but above all he was a dedicated and loving husband, father and grandfather. He graduated from Pennsylvania Military College in 1940, and was deployed with the Army Air Corps in 1942, where he rose to the rank of Lieutenant Colonel. After completing his service, he joined his Dad in the family business; Hogan Tire. He and his Dad continued to work together to grow the business, which is now managed by his three sons. Ed was a true friend to all that knew him, and will always be remembered for his quick wit and entertaining stories. Surviving him are his six children, Hannah H. Dadhich of Wenham; Thomas M. Hogan of Hamilton; Edward H. Hogan Jr. of Hamilton; William P. Hogan of Hamilton; Kathleen W. Slack of Hamilton; Bertha J. Turnbull of Landenberg, PA and their spouses; nine grandchildren and many nieces and nephews. He was the brother of the late Paul Hogan. A Funeral Mass will be celebrated at the Church of St. Paul, 50 Union Street, Hamilton on Monday, August 3rd at 10:00 A.M. Relatives and friends are invited to attend. Contributions may be made in her name to North Shore Catholic Charities, 13 Pulaski Street, Peabody, MA 01960. Arrangements by Campbell Funeral Home, 525 Cabot Street, BEVERLY. Information, directions, condolences at [www.campbellfuneral.com](http://www.campbellfuneral.com).

Published in The Boston Globe on July 31, 2015

- See more at: <http://www.legacy.com/obituaries/bostonglobe/obituary.aspx?n=edward-haskell-hogan&pid=175402218&fhid=4200#sthash.iphnVN13.dpuf>

*"Ed was also a valued and respected member of our NETSA Hall of Fame and will be greatly missed. - NETSA Family"*

Industry-leading tools, service and support  
— delivered.



In today's competitive market, tire dealers need every advantage. It takes a strong partner to keep your business growing year after year. Choose the team and tools that support your drive to be successful — choose ATD.



> VISIT [ATD-US.COM](http://ATD-US.COM) for more information.

Miles Ahead.™

For More information please contact: Dick Cole  
New England Tire & Service Association  
P.O. Box 1012  
Yarmouth, ME 04096  
Tel: (207) 846-0986  
Fax: (207) 846-0987  
email: netsapro@aol.com  
website: www.netsa.org

# The Road Runner

*The Newsletter of New England Tire & Service Association*

*Mark your Calendars*  
**NETSA Trade Show**

Foxwoods Resort & Casino, Mashantucket, CT

April 8 & 9, 2016

The Road Runner  
Fall 2015



P.O. Box 1012  
Yarmouth, ME 04096